



PARLIAMENT HAS EJECTED ITSELF INTO SOME  
ALTERNATIVE BIZARRO UNIVERSE —PAUL WELLS

# MACLEAN'S

CANADA'S WEEKLY NEWSMAGAZINE | [www.macleans.ca](http://www.macleans.ca)

MAY 23 2005

## Betty Rules

HOW A QUIET,  
SHELTERED GIRL  
BECAME THE LAST  
GREAT MONARCH

THE  
NEW-CANADIAN  
ESTABLISHMENT  
BY PETER C. NEWMAN



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WHY HOLLYWOOD  
IS LIKE AN ARCHIE COMIC

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### INSIDE CANADA

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### WEB WATCH

Online Editor Derek Cheeseman on Xbox 360, the future of online news and going mad at Digglet. [www.macleans.ca/webwatch](http://www.macleans.ca/webwatch)

HUMAN AURA: WEAK  
From A to F



## LEADERSHIP IN LITERACY

Maclean's has been honoured with the first Canadian Letters Award ever presented to a publication.

The award, funded by the Periodical Marketers of Canada (PMCO) through its charitable wing, the Foundation for the Advancement of Canadian Letters, recognizes leadership in literacy by writers, policy-makers and industry leaders. Previous winners include Pierre Trudeau, Margaret Atwood and Pierre Berton.

"In the past, we have always honoured individuals," says PMC president Kevin Brannigan (far right) with debt to right Mark Hamel, Peter Wilson and Elizabeth Nixon of Maclean's consumer marketing group. "This year, in recognition of Maclean's 100 years of publishing success, we're making an exception by presenting the award to the magazine."

Adds Brannigan: "In a way, PMC is also honouring an individual, since the magazine carries the name of its founder, a legendary figure in Canadian magazine publishing, Col. John Seyne Maclean."

The Canadian Letters Award, which was created more than 10 years ago, includes a \$5,000 honorarium for a charity of the recipient's choice. Maclean's has decided to provide the money to the Berton House Writers Retreat Program, located in the Dawson City, Yukon, boyhood home of Pierre Berton, a long-time writer and managing editor at Maclean's who died earlier this year.

The Berton House program, which welcomes four or more professional writers annually, offers a unique opportunity to work in the world's northernmost writers' retreat. Initiated by Berton, the program provides writers with time and a remote location to pursue their projects. Participants are housed free of charge at Berton House and receive a monthly honorarium to help cover living expenses.

Previous participants include Russell Smith, Audrey Thomas, Sally Clark and Andrew Pyper, whose most recent novel, *The Wildfire Season*, is set in the Yukon.

Help shape what's inside Maclean's by registering as a member of the Maclean's Advisory Panel at [www.macleans.ca/apa](http://www.macleans.ca/apa). For further information about the article contact [thomas@thomas.ca](mailto:thomas@thomas.ca), 416-595-6252.

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## HUMAN AURA: VIBRANT

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in the West by 2010. More choice for consumers is always a good thing. **Greg Scott, Vancouver**

Readers may have been left with the incorrect impression that there is a maximum threshold below which banks are allowed to sell insurance in their branch offices. In fact, the Bank Act prohibits all banks, regardless of their size, from selling insurance products or promoting insurance companies and their products, agents or brokers in any bank branch office. Because there are no similar regulations in the Insurance Companies Act, banking products and services can be processed and sold in insurance offices. **Margaret Pearce, director, communications and public affairs, Office of the Superintendent of Financial Institutions, Ottawa**

## That mess on the rug

Let's face it, Jean Chretien made a mess on the rug and now Paul Martin has to clean it up ("The incredible sucking Prime Minister," Cover, April 25). I understand that voters are angry at the Liberals over this whole Adstock business, and I am not an exception. Still, I ask my fellow Canadians not to judge Martin by the size of the mess, but his ability to scrub the rug and move on.

**Barb Kipnis, Toronto, Ont.**

Why such an elation? Let Paul Martin's Liberals develop their ideas and hold themselves accountable for past wrongs. Also, let the new leadership in the NDP and Conservative party develop their own vision more fully. I've got to believe that many of our politicians have altruistic motives and genuinely want to do what's best for their constituents. To them I say, worry about people, operation less and govern more. **Henry Lammert, London, Ont.**

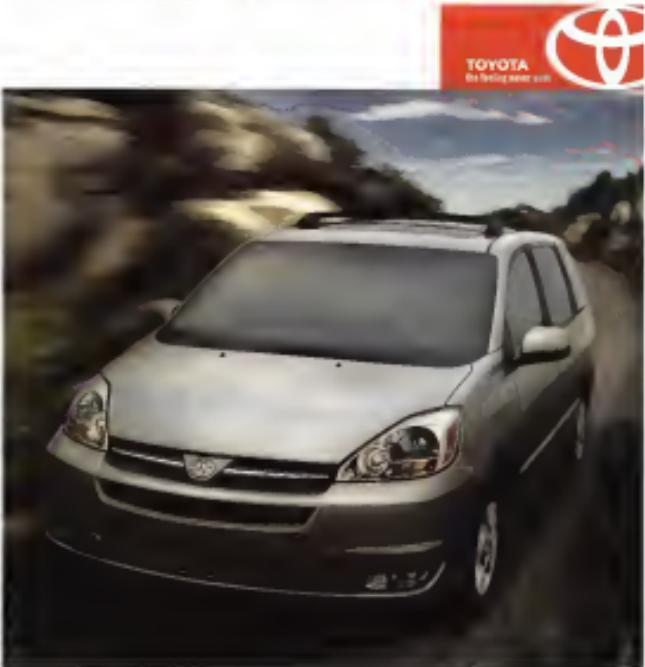
Some Canadians are being taken in by the Liberals' promise to call an election 21 days after the release of the Gomery report. Have these trusting people forgotten other Liberal promises: cancel the GST, alongside the free-trade agreement, name an independent ethics ombudsman, bring integrity back into government? **LG Reuter, Ottawa**

## War: what is it good for?

I am among the children of the generation that was born just before or during the First World War, grew up during the Great Depression and fought or entered the Second World War. Their bitter education in the necessity to look out for each other and to unite against evil led them to make sure the "millennial" generation in the history of the world. They were determined we would never have to go through what they did. **James and Morrie** ("The 75-Day revolution," Haynes, May 9) sounds the crucial warning that, as we get further from those terrible events, we are forgetting that generation had earned victory. We are forgetting that, unless all of us are safe, none of us is safe. To truly honour and remember members of this generation, we must graciously rededicate ourselves to their generous spirit. **David O'Byrne, Markham, Ont.**

I am appalled at the lack of recognition Canadian veterans receive here in Canada. Why is it that Dutch schoolchildren, who are two generations removed from the Second World War, show more appreciation of our veterans than Canadian children? ("From the heart," Miersendaal on the Record, May 5)? Certainly, our part in the Second World War has never been openly emphasized in my 20 years of experience as a student. Yet the Dutch had our very far liberating a country that was thousands of miles from their Canadian home. **Brett Tyre, Ottawa, Ont.**

A school friend is buried in the Canadian War Cemetery at Groesbeek, Netherlands. He was 19 when he died, four months before VE Day. A Dutch family had him gone and brought in much with his Canadian family. The ultimate sacrifice by our troops, the courage of those who survived and the heart-warming gratitude of the Dutch deserve far more recognition than evidenced by our current government in Ottawa. VE Day was a time for Canada to shine and our leaders blew it. Our military personnel, past, present and future, and their families should not take the language involvement of our government as a reflection of the deep respect

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THE POWER  
OF TEA



# UPFRONT

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## Iraq | Living with the routine of everyday violence

The daily reports—a suicide bombing here, an insurgent attack there—arrive with marching regularity. In the past two weeks in Iraq, insurgents have killed over 400 people, mostly bystanders or young men trying to join the police. Thousands have been wounded. On and on it goes.

For those who hoped the guerrilla war might die down with the election of an Iraqi government, one that boasted representation from all three of the big groups—Kurds, Sunnis and Shiites—think again. The daily violence abated slightly in the weeks following the Jan. 30 election, but it's back with a vengeance. U.S. authorities cite an average of 70 major insurgent attacks each day. And now they are literally all over the map. Kurdish强盗s and recruitment centers in the north, Shiite markets (see the above) in Baghdad or other central cities.

Adding to the anxiety, two of Washington's closest

allies, Australia and Japan, are agonizing over countrymen taken hostage by rebel factions. And hardly a day goes by without some senior government representative—a regional governor, an army colonel, an Interior Ministry undersecretary—being shot in or captured. On and on it goes.

The U.S. military, of course, is not taking this lying down. With Iraqi forces alongside, the Americans launched a huge offensive in the western, mostly Sunni region near the Syrian border, where they believe many of the foreign-born guerrillas are hiding. The U.S. warplanes pounded suspected safe-houses, sending residents scurrying to the desert farmland. At least 100 rebels were killed in six weeks since the U.S. says. American leaders also contend that ordinary Iraqis have tired of the killing and are beginning to turn on the rebel fighters. But another take on the war was summarized by a masked guerrilla near Quesa: "We will fight whoever comes, whether they are American or Arab."

**Quote of the week |** "We're not going to play another week so he can hope the health of some members of Parliament deteriorates."

Conservative Leader STEPHEN HARPER suggests Paul Martin is trying to hold off a confidence vote in Parliament in the hope that two Tory MPs with cancer will be too sick to vote.



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## ScoreCard



**MIA**  
Canada's four elected Aboriginal leaders called most of Parliament's Aboriginal members, then blamed each other for spiking business and opportunities. Now, it was inconvenient to leave home, just six years after the last election 10 years ago. Damned inconvenient.



**MOMMY GRAIN**  
Mothers pregnant with girls have greater short-term memory lapses than those pregnant with boys. But researchers aren't sure why. The pernicious link from forgetfulness to birth isn't, no doubt, propinquity, after that first boot with talcum powder.



**9 LIVES, \$5,000 PER**  
Seattle women awarded US\$543,448 damages a few years ago when their dog was killed by their neighbor's dog. Dog's owner calls judgment "outrageous" and says he may sue again. His lawyer: "He never slept—or sat—owners to send letters outside to play."



**GRIMM PORNOMA**  
EU court rules Greece has inadequate rules to allow its largest television channel to broadcast other countries' television shows for their own citizens. First decision on May 10; last decision on May 11. But for Greeks, justice already a little complete.

Mansbridge on the Record



## EXPECT THE WORST

The Liberals and Conservatives are set to unleash vicious TV ad campaigns

**A LADY STOPPED ME** the other day while heading to the parking lot to tell me about a speaker she'd just heard. A recent follower of Canadian politics, she had been mightily impressed by a former paleontologist, "the saint," she said, "was Preston Manning." No argument there. I responded, and offered how Manning was a master of strategy both inside and outside the House of Commons.

As I drove off, I got to thinking about Manning's fallow and could not help but see a role of option. Case in point: the 1993 referendum on the Charlottetown Accord. Initially, the constitutional agreement was fairly popular, but not with Manning, who attacked it vigorously from one end of the country to the other, calling it the "Maloney deal." The prime minister was, at the time, at the peak of his popularity and trying to stoke the drill directly and repeatedly to have an impact—week after week, support for the accord dropped until the final vote spelled its death.

Now, as we hover on the edge of a new election, a different group of leaders seems to be testing a similar strategy. The campaign's initial stages seem certain to be dominated by no pictures from Stephen Harper's mouth will come, "The corrupt and centralized liberals," will be told. The Conservatives and their separate friends.

Both parties are vulnerable to the accusations and they know it. The Liberals will try to argue, as they already have, though with questionable results, that Martin is the one who stopped the spin worshiping wrongdoing, while the Conserva-

tives will need to put distance between themselves and the Blue Ovalheads as soon as their alliance to bring down the government has paid off. Some jokingly suggest Harper will recruit one of the Conservatives after the deal is done, not just to rejoin in the government's defeat, but to find a successor to that traitor Gilles Duceppe before the Liberals can air their first TV ad showing the two ganging together.

Which brings us to the campaign within the campaign—the party press designed to sway those in the living rooms of the nation. The Conservatives have learned from last year, when they felt the Liberals benefited from a last minute flurry of attack ads that were, the Tories argue, unfair and untrue. No matter how you look at those 2004 ads, it's a fact they'll seem relatively tame compared with what we will likely witness from both sides this year. If the Conservatives are willing to stand in front of the cameras, as they have been, and call the Martin government corrupt and centralized without any of its members charged, then we can assume they'll go at least that far in their campaign ads.

As for the Liberals, if they think, as they do, that last year's negative ads gave them the election for them, one can only conclude that aside from the "sleeping with the serpents" line, the "hidden agenda" theme will be back with a whole new level of vengeance. How far both ideologies will be evidence of how desperate they feel.

Yours, just one year after they were last berated by diatribes, speeches and signs, seem about to become targets all over again. A year ago, they responded with a record low turnout, delivering a Parliament seat after an dysfunctional. What could happen this time? The mind boggles.

PETER MANSBRIDGE is a CTV News anchor and host of *CBC's The National*. To comment, [interact.msnbc.msn.com](http://interact.msnbc.msn.com)

**“**  
A year ago,  
voters  
responded  
to slogans,  
slogans  
and signs  
with a record  
low turnout.  
What could  
happen on this  
time?

## FaceTime

### Unmasked



WE HAVE come to know him in all his glory, that majestic, amorphous face in the glittering gold mask. But acchimatis from France, Egypt and the U.S. have shown us a much more human image of King Tut, the boy pharaoh who died nearly 3,200 years ago at about 19, using 17 years of his minority, removed briefly from his craggy Egyptian tomb by the Nazis, experts now detect "as a baby-faced young man with



Twenty-year-old scoring champion Rick Nash, from Brantford, Ont., has been Canada's leading scorer with nine goals in the first round of the World Hockey Championships in Prague, but he has faced a major scare by breaking a rib in his stick and shoving a line-mate in the elbow moments of Canada's loss to Sweden. No penalties were assessed, but the 2005 scoring champion will have to sit out a slice of "hotly demanded" time. Not for the kids to try at home.

### The other Nash

There is the one Nash, plucky point guard for the Victoria Shamrocks in the Altering growth of a nation to a nation of the world's only constitutional monarchy. And there is the other Nash, who cuttings a mean on the world sporting stage.

### Miesared

He was a rock to a country ravaged by decades of war. Afghan pop singer Naseer Paracha, 36, had been all around the world, but it all ended on May 8, 2003, in a Kabul barbershop. Paracha was punctured by a suicide bomber trying to be a hero, fell, left it in the arms of a hotel's concierge, a star, and died. His family blamed the attack on chunky



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**TD** 150

**TD** Canada Trust

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**MYSTERY GIRL** The FBI and mafiosi have found the mysterious blonde girl, now 16, who early last year, whose exploitation at the hands of a sex abuser has been a staple of child porn sites for years. Earlier this year, Toronto police's securities unit released a doctored photo of the hotel room where the girl had been molested, and last month followed that up with another photo of a young blonde who police thought might be concerned. That second image triggered the tip that led police to the victim. She was located in the Pittsburgh area and, as well, the FBI and the man who allegedly abused her is already serving a 15-year prison term.

**WENDY'S FINIAL** Pointing a finger of their own, police in San Jose, Calif., say they have traced the mislabeled digits a Nevada woman claimed turned up in her bowl of fast-food chicken soup. It came from one of the woman's husbands, he lost a chunk of his finger in an industrial accident in December. The woman has been charged with theft. Wendy's estimates it lost US\$12.5 million over the incident.

**KOREAN RIOT** In the worst anti-U.S. rioting since the fall of the Taliban, hundreds of



young Afghans took to the streets for days in several cities. In Kabul, two government buildings were burned. The reason: a Newswatch article that reported the Russians had been tossed into toilets and otherwise desecrated by U.S. interrogators at the Guantanamo Bay detention center in Cuba. At least 11 people were killed and scores injured, some by police who fired on the crowds.

**SAINTHOOD** Pope Benedict XVI survived the five-year waiting period and started his predecessor John Paul II on the road to sainthood. The only other time the Roman Catholic Church has hurried up the process in the modern era was for Mother Teresa.

**COMMUTING** Authorities in Tokyo promised to employ more women-only cars on high-speed trains. Japanese women complained they were being groped too much by men during packed, multi-hour commutes.

**DEAD SEA** In a rare perhaps-of-being-better-Red-than-Dead, former enemies Jordan, Israel and Palestine signed a deal to study

building a US\$8.5 billion canal from the Red Sea to the Dead Sea, which has been drying up. Adding Red Sea water would help ease drought problems in the region and also produce electricity.

**MISSING** British police investigating the murder of a young African boy were stunned to find almost 300 African immigrants between 4 and 7 dropped out of the school system between July and September last year. The immigrants are being forced into child labour or, worse, the sex trade.

**DEMOCRACY TOUR** It was odd to see George W. Bush standing in approval at the vast military march in Moscow's Red Square, that he, it was with his new friend, Russian President Vladimir Putin, honouring the former Soviet Union's huge sacrifice

**IT'S A WRAP**  
Climate would be  
awfully nice  
this thanksgiving.  
When can we  
push back? In this  
case, it's us  
wanting to  
stop its glacier from  
melting by wrapping  
a sun-reflecting  
layer of polyester  
and other space-age  
material over nearly  
4,000 sq. m. of ice.  
The cost of the  
blanket? US\$20,000.  
The value is money  
for those who believe  
global warming is  
an all-around  
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during the Second World War. Surrounding Moscow, the US President brought his democracy message to two of Russia's neighbours, Latvia and Georgia, countries celebrated in tense relations with Putin's Russia over past aggression and their current, more Western leanings.

Following Bush's visit, Georgian police found a hand grenade, said to be a dud, just 30 m from where the President had addressed a huge crowd in Tbilisi. But the big scare was in Washington: the White House and Capitol Hill were evacuated—workers were running down the streets—when a small Cessna accidentally strayed into secure airspace near the capital. No charges were laid.

HEALTH | SCIENCE

**Attraction** Using imaging techniques, Swedish scientists found women and gay men process the male scent of faecolus in the same part of the brain. It's a different part from where straight men deal with these odours. This suggests sexual preference is rooted in the brain, or the subjects were conditioned not to deal with these smells in a certain way.

RIGHT FOOD. University of Toronto medical professor has found that areas with the most fast food outlets also have higher rates of heart disease and death. The Ontario study by the Institute for Clinical Evaluative Sciences said the results were largely the same for rich and poor neighbourhoods.

#### 第六章 計算機應用



## MEMORY GARDEN

Germany's Holocaust memorial opened in Berlin, near where Hitler died in his bunker at the end of the war. The 18,000 concrete slabs symbolize the holocaust of the six million Jews killed by the Nazis.

CANADA

**HIT LIST** RCMP arrested a 15-year-old New Brunswick boy from the Magrath region and

charged him with uttering threats. At his home police found what they called an execution list with 20 names on it, and a small arsenal of weapons including hunting rifles and shotguns.

**AVIA** Five days before he was exiled to Syria from a New York dentures clinic, Canadian software engineer Mihet Avia was killed by a Canadian consul of fear not to worry about his health to Syria, the country of his birth. Consular official Maurice Gowan told the Avia regime that he had been issued by the U.S. department a Canadian anywhere but here. In another development, inquiry head Judge Dennis O'Connor set up an independent fact-finder to probe the circumstances of Avia's detention and torture in an Ocean Liner-based to make available all affidavits for cross-examination, close secret.

**MONGENTALER** The University of Western Ontario's decision not to offer an honorary degree to abortion activist Dr. Henry Morgentaler set off a storm of protest at UWO. Some alumni threatened to withhold their donations. Due to concern that demonstrators might disrupt the June 16 proceedings, the university has resorted to barring tickets to the ceremony, which has angered graduates who want to invite more than just two family members to their big day.

AT&T High-flying entrepreneur Michael Leibman's attempt to revive his discount airline Jetgo—grounded suddenly two months ago—suffered what is probably a final defeat. Creditors, including a airline and company owned by two of the major banks forced Jetgo into formal bankruptcy, the next stage toward liquidating its assets.

**ROLLING STONES** Mick and the rest of the seven-agenarian-veterans are off on another world tour this summer, starting in Toronto, their favorite pre-tour rehearsal site. One of four Canadian stops will be at Macmillan-Napanee Hill. The hill is an optical illusion, a mirage, but should done well that night.



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# “Timely Market information? That makes Sense.”

SPRING 2005 SESSIONS

April 11

**Tax Strategies for Investors 101**  
Tom Conroy, CFA, CIP, CFP, TEP  
Author of “Winning the Tax Game 2005” and  
“The Tax Freedom Zone”

April 25

**Leaving a Legacy**  
Pranita Lavers-Red, Senior Vice President, Hon. PCSL, CSP  
TD Waterhouse Canada Inc.

May 9

**Tools for Investors - Finding Value Stocks**  
Fred Kitchen, Director of Equity Trading  
Scotiabank

May 30

**Technical Analysis - Factors Impacting the Market**  
BH Cantor, Financial Market Commentator  
Getting Technical Info Services

June 13

**Navigating the Investor Information Highway**  
Steve Kue, Director, Media & Marketing  
TSX Group

June 27

**Funds and Income Trusts - A Portfolio Manager's Perspective**  
Dawn Crotty, Managing Director, Portfolio Manager  
MultiField Capital Corporation



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## THE MACLEAN'S INTERVIEW



Interview | JUDY SGRO

## ‘WE’RE SUBJECT TO ALL KINDS OF PEOPLE MAKING ACCUSATIONS’

**SINCE NOVEMBER**, former Minister of citizenship and immigration Judy Sgro has been dogged by scandal. First came “strippergate”—allegations that she helped Romanian crook dancer Alina Balanescu skip the immigration line in return for volunteering on Sgro’s political campaign. Then Brampton, Ont., pizza owner Harjit Singh claimed Sgro had promised to help him fight deportation to India in exchange for free food for her campaign workers—which led to her resignation from cabinet in January. Last week, the 60-year-old York West MP was cleared by the ethics commission in the first instance,

and in the latest, received a public apology and retraction from Singh, who has since been deported to India, where he was previously convicted of people-smuggling.

How does it feel to have your name cleared? I’m relieved and pleased. I got the public retraction and apology—that was the

most important to me. I got an apology from some of the opposition. I appreciated that. The fact the opposition critic [Diane Abbott] has not been prepared to do it spans for me!

Given we’re politicians, put ourselves out there, we’re subject to all kinds of people making allegations and accusations against

us. It’s unfortunate that I had to go to the lengths of choosing to resign to fight back, but frankly, it was the right thing to do.

**What went through your mind when the accusations were first made?**

I was devastated; someone would actually go to those lengths—to swear an affidavit that I had made promises in return for pizza and garlic bread. It was hard to explain to my 11-year-old granddaughter why I had to step down. She was so seriously suggested: “Mom, don’t you think you should get a better job?” I told her that the best job in the world.

**Do you regret your decision to resign?**

It was the right thing to do. It wasn’t a decision I made easily [I] pay a high political price, so to be 1, I think it’s very important to stand on principle. If I’m right about something, I’m going to fight back on it. As for my career, time will tell. That was yesterday; I’m moving forward already today.

**How were you treated in the media?**

The media went very strong. There’s a lot of competition out there today. So often they just mix with columnists and politicians seem to be the favorite.

**Have they covered your exoneration as extensively as the accusations?**

When the day comes that they play up the exoneration as well as the accusations, that will be a great day, but that’ll never happen. [Former Conservative minister] Stephen Harper waited 17 years to be vindicated on an accusation of conflict of interest. But for 17 years he carried this cloud over his head. The lesson to be learned is that we shouldn’t rush to judgment.

**Are you affected by the current scandal?**

I’m referring to what’s been going on in the House. When Ed Broadbent indicated that he wasn’t going to run in the next election, he raised the issue of how Question Period had reached an all-time low with personal attacks and accusations [just because someone has immunity for 45 minutes doesn’t give them the right to make personal attacks].

**Do you still eat pizza?**  
No pizza and no garlic bread. And on the next campaign, I think we’ll have very little of it as well.

OBSESSED

# THE TWILIGHT ZONE

**WE'LL GET TO IT ALL**—the votes, the scoped pot-tricks, the rambunctious upmanship, the Great Abbreviated Sled Dog Debate of '05—but if you are to understand what it was like to be on Parliament Hill during the week the Hill ejected itself from the comprehensible universe and popped into some alternative Bizarro Dimension, it is probably best if we simply start at the beginning.

## MONDAY, MAY 5, NOON

The Centre block of Parliament was about 50% from every party were in town and under strict orders to stay within easy striking distance of their seats in the Commons. A confidence vote could take Paul Martin's shakiest and most divided government down at any minute. Precisely how that confidence vote might happen, however, was a matter of speculation. Just outside the Commons chamber, I ran into Gary Lunn, the dour and unrelentingly hard-gelled Conservative MP for Innisfil-Guild Islands, B.C. "Well," he said, "the question is: does the government really want to face a vote on the budget on Thursday?"

The Liberals had been using procedural tricks to keep the opposition jostled from putting a motion of confidence to the House. But a vote on a money bill is automatically a confidence vote, and fall C-48, implementing the extra-spending deal between Jack Layton and Martin, was certainly a money bill. The Conservatives thought they might be able to put a confidence motion to the House on May 19. But now, Lunn said, the Liberals might just as easily rule the Layton-Martin deal to a vote-within-days. Better to fall on the government's new agenda, if they're not there to fall on a motion about Liberal misbehaviour. Or so the theory went.

"The manager [was] Lunn," I said. "Wasn't that a lot of government members were saying they were going to 'walk off the cliff' on Thursday?"

That's not quite the way it worked out. But nobody can blame Gary Lunn for guessing wrong. It would be a hard week to call.

## 2:20 P.M.

Through the lunch hour, only a dozen or so MPs were in the Commons, most ignoring whoever was speaking as they caught up on correspondence or read the papers. But by the time Question Period came, the House was packed. Martin and the other party leaders weren't yet back from the V6 Day celebration in the Netherlands, but almost everyone else was in place and baying like wolves.

Jason Kenney (Conservative, Calgary Southeast) stood to chronicle the latest revelations from the Controversy: "The Parliamentary secretary, MP and senator who received dirty money?" Kenney and Why would Martin fire the lot? "It is interesting to note," Public Works Minister Scott Brison replied, that the morning's Ottawa Citizen referred to Kenney as the "Prince of Mousers." Kenney grinned, stood up, and gave a little bow.

Question Period proceeded apace. Marc Solsberg (Conservative, Medicine Hat) called on Ralph Goodale to resign. Goodale responded by calling on Solsberg to resign.

Genome surpises surly/bleak through the issued outages of Question Period. Mendy's big surprise came a little later, in a House that was once again nearly empty. John Williams (Conservative, Edmonton St. Albert) moved that the House concur in a unanimous-report from the Public Accounts Committee. Then he called upon Jay Hill (Prince George-Peace River) to add a particularly dangerous amendment: that the report be sent back to the committee



with instructions that it amend the report "as is to recommend that the government resign."

If this was too bizarre for the Liberals, Hill spelled it out: "If the majority of members vote for such a motion, then obviously the majority would like this government to resign." Why the odd wording on this outlandish motion? "Because that is the only vehicle

available to the opposition to get an expression of confidence on the floor of the House of Commons."

But a government caucus, sluggish from more than a decade in power, is an ungainly vehicle to turn. Almost 20 hours passed before the lonely Liberals insisted in the House that Hill's amendment meant serious trouble for the government.

## 5:33 P.M.

Shawn Murphy, the Liberal from Charlottetown, rose. "A lot of people have figured out, this is a rather strange motion," he said. "I find it a little weird." The Conservatives and Bloc Québécois were ganging up against the government. Murphy didn't like it one bit. "It is an entirely unusual, it is an unlikely motion, it would last a full three hours. Allison immediately Karen Redman, the

Canadian values." Murphy blamed it all on Stephen Harper, "who has this weirdly sad, surreal thirst for power. This is just one of the things we are seeing as a result. We are probably going to see more tomorrow."

## TUESDAY, MAY 10, 20:05 A.M.

The Great Abbreviated Sled Dog Debate of '05 was over almost as soon as it began. Much of the debate was about whether the debate should be happening. History will little note, nor long remember, any of it. What we had, however, was more than pretty funny.

Peter Milliken, the Speaker, noted that two MPs wanted to move motions. Jay Hill proposed that the topic for debate be voted on May 10 as chosen by the Opposition, not the government—yet another attempt to force a confidence vote. But Nancy Karetak-Lindell's motion was higher on the order paper, so she won. Karetak-Lindell (Liberal, Nunavut) is a tiny, soft-spoken Inuit MP from whom Parliament does not often hear. Suddenly, she wanted the House to debate yet another committee report. This one would set up a political inquiry into the slaughter of fruit sled dogs in the 1990s and 1990s.

Up goes Dick Morris (Conservative, Carlton-Prince George). "I would ask the member who her/his is really trying to obtain this motion," he said. "Isn't that a rather tactic to block a confidence vote?" Perish the thought. "I do not get up to do a lot of trivial debate," Saccoccia-Lindell protested. "I think my record speaks for itself."

Jay Hill spoke next. "It's so serious about this issue, then I am sure the Liberal will not be planning to adjourn the debate on this." In other words, the sled dog debate was just a ploy to block Hill's own confidence vote, which would last only a few minutes. If it was a serious debate about sled-dog cruelty, though, it would last a full three hours. Allison immediately Karen Redman, the

Liberals' government whip, stood to call the question. The Great Alberta-sized Sled-Dog Debate was not quite 10 minutes old and Conservatives tried to protest. Then an attempt to call the Liberals to account for scandal had been rebuked by dead sled dogs. The Liberals protested back. "These are accusations that were put in fraudulently," Paul Stobbe (Liberal, Mississauga South) said. And with that he moved that the House end its debate on Kenney's motion. After a quorum of all members, it was over. The Great Alberta-sized Sled-Dog Debate had lasted about an hour. It could not possibly have had less to do with sled dogs.

## NOON

"People are playing for keeps," Jerry Yanover told me as we sat in a quiet off of the hallway between the Commons and the Senate. "Everybody obviously looks at everything that's happening a little more carefully." Yanover is in Lethbridge, where Yanover is to the job Council—the most fervent practitioner of an ancient craft. As senior legislative counsel to the Liberals' House Leader, Tony Vilens, Yanover knows more about these parliamentary procedures than almost any one. He's been working for Liberal House leaders since Donald Macdonald did the job in 1968.

When I asked Yanover what's most striking about the current crisis, he responded by responding to nostalgic terms. Keeping the Trudeau majority government alive between 1972 and 1974 was inherently tricky, he said, but not really comparable. "The tone of Parliament was very different in those days. It was much more genial."

Why? "First of all, there was debate in the House of Commons in those days—which, since the advent of TV coverage, has largely gone now." It's an old argument, but radically it makes no sense. Why are people likelier to set aside issues when more people can see them via TV? Because TV makes us as much as it reveals, Yanover said. Parliamentary infighting apart, the cameras focus on whichever MP has the floor. "If you're watching on TV, you can't see the people who are making the noise."

The explanation has the ring of truth, but it's unsatisfying. Sometimes people can do perfectly appalling things even when the cameras are pointed right at them. And sometimes something happens that reminds everyone to show a little restraint—or should.



Clockwise from bottom left: Stobbe suggested the Liberals were trying to capitalize on his concern; not far right: shown a lot of class; Yanover tried to hang out. Harper said he was 'out of the game.'

## 3:05 P.M.

"My Speaker, I rise today on a question of personal privilege." Judy Sgro hasn't been heard from since she resigned on Jan. 14, in disgrace and under sustained opposition fire, from her position as immigration minister. Now, given you are someone that MP's had to avoid campaign favour for Sgro's help in getting her from getting kicked out of the country, had retracted the allegation and apologized. MPs from every party applauded

this news of a colleague's exoneration.

But not every MP. Diane Abbot, the Conservative from Calgary Nose Hill who led the attack against Sgro last autumn, sat at her desk opposite the deposed minister, staring impotently, shaking her head. As MPs lined up to hug Sgro, Abbot quickly left the Commons.

Muddling is what people do in Parliament these days. It can be seen to be tilted to absurdity in a hub. Earlier, Reg Alcock, the Treasury Board president, tried to stop Conservative MPs from dragging allega-

tions from the Gomery inquiry into the House. Two subparts of the bill "have absolutely and completely denied it and they are taking action to defend themselves," Alcock said. "We should not jump to the conclusion before we have had the trial."

But it's a funny thing. Not too long ago, denial and legal action were insufficient to protect people from permanent exclusion at the hands of this government. Marc Lefebvre and Jean Pellerin have also elbowed wing and ajar, but also taking action to defend themselves, and this government finds the

VIA Rail executives last year anyway. The Moran Liberals' new fondness for the process is something of a deathbed conversion.

## 6:30 P.M.

After stood to rise against the Conservatives' unscripted, uncoordinated confidence motion, Andrew Tkachuk (Liberal, Kitchener Waterloo) purchased a copy of *On The Tilt*. Since Cormier's book about corruption during the Mulroney era, on the corner of his desk for all to see. The little art of bravado didn't help the Liberals and NDP were

defeated by the Conservatives and the Bloc, 153 to 150.

Stephen Harper rose to demand the Prime Minister give an immediate confidence motion before the House. If he didn't believe that had been one. Martin smiled and turned blankly into the middle distance while around him Liberal MPs snorted abuse at the Conservative leader.

Leaving the House, I walked down Parliament Hill with a senior Conservative staffer. I asked the obvious question: What now? The Tory shrugged. "More stupid pranks."

**WEDNESDAY, MAY 11, 12:20 P.M.**  
"Let me say one other thing," Harper cold rapported outside the room where Conservatives hold their weekly caucus meetings. "I'm tired of the games. We're not going to play another week so that the Prime Minister can use the Question Period week. We're not going to play another week so we can hope the health of some members of Parliament's descendants."

The health mention referred, of course, to Dave Chudnov and Diane Saksena, Conservatives who had interrupted cancer therapy to attend Tuesday's vote but might not be able to attend another. Later, when Harper repeated the accusation in Question Period, Martin shook his head and mouthed the word "disgusting."

Between Wednesday and Friday, the Conservatives and Bloc would team up for one more time to defeat the Liberals and NDP on an amortized motion, twice forcing the House to adjourn. None of the motions was a confidence vote. All demonstrated the Liberals' inability to maintain confidence.

On Friday afternoon, Harper accepted an offer from Ed Broadbent (NDP, Ottawa Centre) to "put" Broadbent would skip the confidence vote this Thursday so Stinson's absence due to surgery wouldn't hurt the Conservatives' chances. It marked an unusual acknowledgment of party intra-party upmanship that had Liberal and Conservative tempers rising among senators about which side cared less for cancer stricken parliamentarians.

Broadbent's human gesture stood out so sharply in this degraded Parliament because it seemed of place, like a dog spot on a grumpy coat. It is grimly fitting that Broadbent has an insurance plan he won't run for re-election three or four or five years in Canadian politics for anyone like him. ■



## LET THEM SLING IDEAS

Forget the insults. When the election comes, let's talk serious issues.

**HOW LOW CAN IT GO?** The unmitigated rancorously these days from Parliament Hill—say, Chagrin that Liberals are unironically corrupt are, say, well, liberally heralded that nobody takes notice anymore. Claims that the Conservatives harbour sinister hidden agendas are unchallengeable; they amount to background noise. With such routine invective drowning out yowls, Stephen Harper still managed to grab everybody's attention last week by suggesting the Prime Minister was delivering a day of reclusion in the House and that only MPs with cause were too sick to show up twice. No wonder conventional wisdom holds that the campaign that could begin as early as this week should the Liberal minority fall on a confidence vote over the budget is shaping up to be possibly the most vicious in memory.

And yet there is another way of looking at it: though it might sound, that the parties will pull themselves up out of the muck to address the issues, it's based on strategic calculation, not thoughtful thinking. For Liberal planners,

the narrative as shell attention to policy is clear enough: anything to get the spotlight off the sordid revelations of Justice John Goudy's inquiry. For Conservatives, the urge to keep the focus solely on Goudy is strong, but untrue. There are the need to diversify. They learned the hard way, in last year's election, that accusing Liberals of being anachronistic could only take them so far. "We probably tried to make corruption a week or two longer than we should have," said Tory strategist Tim Powers. "You've got to find that right point where you change from saying the other guy is bad to showing why you are good."

Of course, this doesn't mean voters can count on the slanging match turning into a respectful debate. But the fact that the main adversaries both see advantages in delivering at least some substance is cause for hope. And, hopefully, it doesn't hurt to dream before the race is really on. Meritorious asked some experts to frame the issues as they'd like to see them emerge in the campaign.

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**FAILING GRADES:**

What public not-so-glorious signs of higher education? For which federal party is making the state of the universities its urgent priority? Robert West, national vice-president of the Association of Universities and Colleges of Canada, points to troubling trend lines that should be top campaign concerns. Between 1990 and 2003, U.S. government spending on public four-year schools increased 23 per cent; in Canada, there was a 20 per cent decline in the same period. That leaves U.S. government investing \$5,000 more a year for every student than Canadian ones. And since Americans generally seek higher tuition fees, U.S. public universities also charge averages \$3,000 per student more on average than their Canadian equivalents. "That's not more money," West observes, "to put into lower student faculty ratios, libraries and technology." He suggests that a new federal transfer payment to the provinces eliminated only for post-secondary education should be up for discussion.

**SHORT-SIGHTED ECONOMY:**

After the federal deficit was wiped out in 1997, the urgency went out of economic policy debate. Alas, Canada has stumbled on a roll since then, trapping the G7 countries in the race of increase in our standard of living. But complacency is dangerous. Roger Martin, dean of the University of Toronto's Rotman School of Management, points to Canada's disturbing tendency to spend more on current consumption, such as health and social services, compared to the U.S., investing more in future competitiveness in areas like education and infrastructure. Statistically, Canadian corporations invest less than their American competitors in machinery and equipment. As individuals, Canadians are less likely than Americans to invest in their own advanced education; we have as many Bachelor's degree engineers and science grads per capita, but 39 per cent fewer than the U.S. "We're a pastoral state," warn Martin. "We could well be in 20 years and realize we can't keep up; we just don't invest." ■

**KYOTO CREDIBILITY:**

Even Conservatives now say they would uphold Canada's Kyoto protocol commitment, joining the Liberals, NDP and Bloc Québécois. But if it's to be done, then how? The challenge is huge: Canada is on course to be pumping out 840 mega tonnes of greenhouse gases a year by 2010, and must cut that by 270 megatonnes to meet its obligation. The Liberal plan released last month failed to impress pro-Kyoto experts. "It meets the target on paper," says Matthew Bramley, climate change director of the Pembina Institute, a non-profit environmental policy group. "But it's difficult to believe it meets it in practice." Under the government's plan, large industries would have to make reductions cut that amount to 13 per cent of the total target, even though those industries account for nearly 90 per cent of all emissions. Road transport generates 19 per cent of emissions, but a voluntary deal with the transportation sector for only two per cent of the needed cuts. No doubt a more hard-headed plan would park an outcry from industry—just as defining the target unachievable would raise an uproar from environmentalists. Still, for Kyoto gamblers in the oil and gas industry, the parties would have to come clean during the campaign.

**THERE'S LOTS** more, of course—child care, the plague of urban Aboriginals, managing the Canada-U.S. border, to name a few. But if any, detailed policies on health, education, the economy and Kyoto would be a bonding start. Or maybe, when the leaders' campaign jets finally take off, the media will just keep flying along with them. Until then, though, they can't stop anyone from wishing for something better. ■

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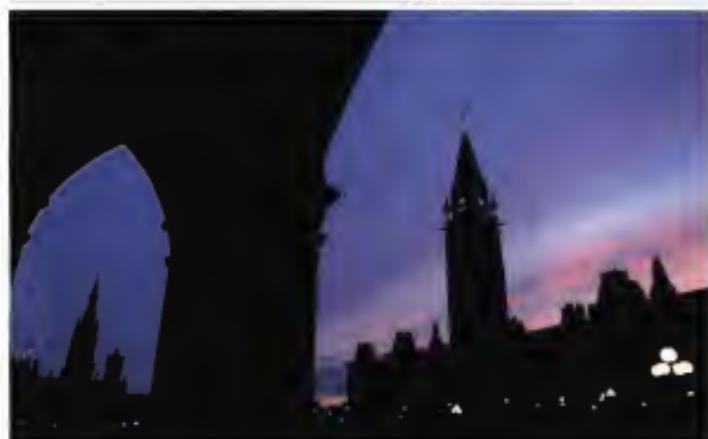


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Forbes | BY BENJAMIN AUBIN

# THE JOKING JUDGE

John Gomery has a quick wit. Small wonder that he's bringing down the House.



**JUSTICE JOHN GOMERY'S** command of French is flawless, but his accent is unique. It sounds like a bad French actor imitating how an Anglo is supposed to sound when speaking French—cute, but silly in real life. Add the caustic wit that Gomery doesn't always keep in check, and you have a very funny judge at dinner. As he was returning work after lunch last Wednesday, while lawyers were, as always, tiddling a fresh stack

of documents at new evidence, Gomery brought one more down when he looked at the papers and remarked, "I am tempted to say that everything looks normal."

Elsewhere, things were anything but. Just hours before, Prime Minister Paul Martin had announced that his government will submit to a vote of confidence in the House of Commons this Thursday—a political cross-ingred and fuelled by revelations arising from Gomery's inquiry into the sponsorship scandal. So, the judge is certainly the man who could bring the House down soundly.

Quite aside, Gomery's inquiry last week

plodded away from now familiar ground—admin ranking piles of money from too-good sponsorship agreements. It moved on political pay-off instead—how part of that money was recycled into illegally financing Liberal

Revelations at the inquiry have raised incendiary trials—and may result in an election

financing associations in federal elections in 1997 and 2000. Incisive grilling of Liberal organizers, fund-raisers, and senior party officials yielded a devastating picture of the Quebec wing of the Liberal party—of a shoddy and morally bankrupt political machine, prepared to bend the rules to cling to power.

Even more dismaying was testimony depicting the Liberals—champions of national unity—as a paranoid and bitterly divided gang prone to scheming, backstabbing, snaring weaker them and, horrors, even trying to eat golf scores. "We've become just as bad in the Quebec Times once were," one provincial Liberal stated privately. The party's failed ability to close ranks seems to have

**GOMERY zeroed in**  
on how government money  
illegally financed Liberal  
riding associations in the  
1997 and 2000 elections

suffered a slowdown in its mail the victim of a long leadership battle, conflicting regional interests, gangster-style struggles for power and influence, and plain greed, perhaps compounded by the depressing feeling of sailing a sinking ship.

Daniel Demarle, a former executive director of the Quebec wing of the Liberal party, said he sought protection from the RCMP prior to speaking in front of the committee. He is still reeling from threats uttered by a man, Giuseppe Joseph Morelli, a Montreal fundraiser close to former public works minister Alfonso Gagliano. Demarle's testimony was, by far, the most devastating last week. He told the committee that Jacques Corriveau, a close friend of Jean Chretien—and a Gaglano witness who blurted his rambling lapses of age and drowsiness—privately admitted to creating a systematic coffee kickback from ad agencies and retaining a part of the money to the party.

Demarle, fastidious and soft spoken, took lengths to explain how party officials like himself were being "hypnotized by a pariah" or "upside Gaglano" to wrench party finances from his control. He said Morelli, Gagliano's friend, appointed himself the party's vice-president, Finance—a position that does not exist. In turn, Morelli hired Barry Wagnleitner, who, Demarle said, was given a commission on funds he would raise. "I followed my political antennae," Demarle said, and fired Wagnleitner after suspecting he was double dipping as a lobbyist for firms he was collecting from—a "surefire recipe for an atomic catastrophe." Demarle said he complained to Gagliano that Wagnleitner kept him in the dark while conducting uncharitable fundraising operations, but from a royal it was when he refused to retire Wagnleitner that an angry Morelli threatened him, Demarle told Gagnon, inciting violence.

Bur Wagnleitner, a mercantile Montreal consultant, denied all the allegations. He hinted to Gagnon that Gagliano's authority over party offices was larger than his intellect, and called Demarle a "racist." And Wagnleitner

and Tony Mignatta, Gagliano's former chief organizer, both took positions at Groulx's Jean Assal, who had been the first to namely about sponsorship money allegedly going to party offices. Mignatta and Assal were drunk, or perhaps, as both "looked like a Hell's Angel" when he first met him in a restaurant. Wagnleitner described him as an

he can prove he was paid by the party, and by cheque. Other alleged "fake volunteers"—among them former Montrealer, now working with the Prime Minister's current Quebec associate, Jean Lapierre—served a legal notice demanding Corbeil reject his allegations. Another alleged "fake volunteer," Luc Bourque, resigned from his job as chief of staff for Quebec Justice Minister Yves Marcoux.

The enquiry also heard that \$60,000 in \$100 bills makes a stack "about 3½ inches thick" when stacked into padded manila envelope. That from Marc-Yvan Côté, a former Quebec cabinet ministerial top-notch political organizer. Côté was called to the issue prior to the 1997坐 to do something about the dearth of Liberal supporters in eastern Quebec, with 36 of 23 ridings held by the Bloc Québécois. He said he received \$120,000 in cash from then-party president Michel Bellemare—(allegedly, apparently). Côté got an initial payment of \$65,000 into smaller stacks that were handed out to various candidates gathered to kick off the campaign in Chretien's riding of Sainte-Marie. But, when asked about his relationship with the feuding Liberals, Côté said: "In the 1990 leadership race, I supported either Mr Chretien or Mr Martin. I was part of those [Quebec Liberals] who were deeply wounded by the collapse of the March 1993 accord. I am not a member of that club." "You mean, the cigar club?" Jean Gagnon threw in.

What else happened last week? Richard Boulévin, a "creative" in advertising, and he was paid off the books by his employer Groulx's son to develop the Liberals' advertising campaign in 1997. And, oh yes, Quebec's Revenue Minister Lawrence Bergman said he has instructed his department to keep a close watch on allegations of kickback payoffs and cash payments among Liberal politicians and their ad agencies. Boulévin was all the more revealing for an immediate confidence vote. They still the blood on the Gagnon inquiry floor. Altered blood.



Clockwise from bottom left: Daniel Demarle during questioning before the winter Quebec Liberal delegation; Marc-Yvan Côté and Jean Assal.

money was misappropriated. Both denied extorting money from him. Morelli is scheduled to appear in front of the committee at a later date.

A natal sign of the dismal state of Liberal party unity, Demarle, currently a political aide to federal cabinet minister Jacques Saillant, was among the government's professedly-scolded of being a "fake volunteer" by René Corbeil, his professor at the helm of the Liberals' Quebec wing. Corbeil said he demanded cash payments to several professionals working as volunteers while on leave from their regular ministerial cabinet work in the 2000 election. Corbeil said the money—\$10,000 in cash—was from Groulx's Groulx's. Demarle denied that, saying

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# Betty RULES

She's been the keeper of the flame for more than 50 years. ROSALIND MILES on the last great monarch.

**PRINCE PHILIP SAID IT FIRST.** In the days before royal handbags had to match the Queen's spouse for his breathtakingly effusive outbursts, he gave an interview to the BBC in which he insisted that the monarchy stood at the heart of Britain—and dubbed it “the firm.” Always influenced by Philip, Elizabeth II undoubtedly handled her duties to promote the Royal Family in every way. But she did not need “Phil the Geek,” as he is affectionately known

to auto-mauchians, to tell her that the monarchy was a major public corporation, and that she was its CEO.

That was her stated charge, the burden placed upon her 30-year-old shoulders when the day Edward VIII abdicated and her stricken father left the house. Prince Albert, Duke of York, in return as King George VI. Even earlier, her grandfather, George V, had openly predicted the wayward Edward would ruin himself in 12 months, and prayed that nothing would “come between Albert and the throne.” Now, as she continues to lead her much-thrived, how has the Queen managed that unique family company? What will poverty make of her career on the throne?

Elizabeth herself will not care if her coronation gown pickover

the details of her public and private life, her prime ministers, her children, her corgi, her handbags, her famous hats. One imperious rules her life, and she focuses on it with Zen purity. She is the living incarnation of an insurance broker, boasting over 10 costumes, and she must pass worn. That, after all, was the reason she came to the throne in 1952. From the first, she knew she was there for one purpose only: nothing less than the rescue of the family firm. For a sheltered young woman of 25, it was a daunting task. Britain may have had one of the oldest monarchies in the world, but in the first half of the 20th century, kings and kingdoms were toppling everywhere. From the scarcely known King Zog of Albania, to Nichols II, the last of the Romanovs, out of all the

She's been aware of the burden since the abdication crisis, when she was 18



**PAST LESSONS** The Queen most closely identifies with Elizabeth (left), and may well surpass her 64 years. She grew up in a time when Edward and Wallis were badly breaching the monarchy, although some wondered, 'Why can't the king have his poppet?'

Russia, they vanished like winter snow. But the Whigs dug in, and did what it took to revive its highly static and effete sector of corporate controlling: during the First World War, George V unashamedly ditched the family name of Saxe-Coburg-Gotha (no, not German, my dear) and came up with the wholesome and English sounding, 'Windsor.' After the Russian Revolution in 1917, King George also steadfastly relinquished to the deposed czar and his family, for fear that the 'germ' of republicanism might skip over England along with them, and spread like rabies from that stinking band.

In the wider European royal family before the war, the newcomers, 'George' Windsor and 'Nicky' Romanov, had been so deposed so similar in looks that as young men they were mutually mistakes for one another, with Nicholas even humorously accepting congratulations intended for the groom George's wedding day. Dented inancy in England, Nicholas and his wives, with all their children and attendants, were short. For decades, this brutal ploy of royalists

was blotted on Britain's slippery prime minister David Lloyd George, until newly released secret papers showed that George V had personally blocked any government's consideration of altering the circumstances that safety of England's shores. Nothing could be allowed to threaten the monarchy. The Windsor man survived.

Elizabeth, of course, knew nothing of this when she came into the world eight years later, in 1926. But the lesson was not lost: her during the 1930s at least again, another crisis loomed for Britain's royal house. Monarchs ready and raring to rule her uncle, Edward, Prince of Wales, was wantonly disrupting the goodwill toward the monarchy that George V had somehow surprisingly built up from the family's point of view: the shallow, self-indulgent Edward could only for himself and his regular squeeze, the great siren Wallis Simpson, with her maturing ambition and insatiable greed. The Royal Family's strata to the royal Windsor gave Elizabeth her lifelong distrust of fashion, glamour and 'show.' Like Victoria, the ruler with whom Elizabeth most closely

identifies, she learned that duty, not dazzling, was the thing.

But Wallis, who would not go away. At first, Elizabeth grew up quietly at No. 148 Piccadilly, the fragile haven created by her father for the feebly headed, one unspoken question being constantly on her heart: would Edward as king risk overthrowing the monarchy he had so many the well-worn Jessie Willis Warfield Simpson, now more than ready to join the Royal Family to his wife? He would, and he did. After George V died, Edward VIII pre-empted an unconstitutional abdication by dashingly bailing out with his prime minister, Stanley Baldwin. If Parliament would not approve Wallis as his bride and Britain's queen, he would throw away the crown like a spent cigarette. And if the did—that's a long voluntarily abdicating for the first time in British history—would the country surely accept his pathologically shy, atermuring brother in a substantive? Or with the growth of socialism and communism worldwide, would he leave to give the whole anarchy the royal lion-trot? It's a new world, comrades, you're not needed any more!

**YOUTH AND FAMILY** Elizabeth's father, George VI, was an unlikely monarch when he was crowned in 1937 (left). The Queen (right) was well-suited for the top job. As queen, she would rule in protocol, but there were light-hearted moments as younger (below).

So great was the danger that some would have swallowed the hated Wallis in any shape or form. As a 10-year-old, Elizabeth heard about royalist marriages and other ways of wriggling round the rules. 'Why can't the king have his poppet?' one politician is said to have growled. Well, he couldn't, no matter how his stamped his feet and screamed. It's not easy to imagine what Elizabeth made of this childlike behavior, because from the cradle she was perfectly cut out for the top slot. A proper child for firstborn girls, Elizabeth became utterly sensible, responsible, arranged to her elders, and strongly motivated to follow ultimate aims. From Edward's piffling and pretentious dignitaries, Elizabeth took another life lesson: that the power holder can never expect to rewrite the rules for his own convenience and get away with it.

As queen, a key task of her royal leadership would be the maintenance of status, protocol and established 'form.' So Elizabeth grew, those in charge of the

training of the mass-march ensued: a deep grounding in English constitutional history and every other kind of royal history glorified in the British Isles. She was schooled in a unique version of gastronomically accurate but perfectly English apostles French, and her accomplishments deemed fit for a queen. But above all, her handlers threw

training, after hearings, cloaked by his troubled accession, the disasters of the Second World War and his cancer, Elizabeth swept to the throne on a tide of national joy. Although short, not much more than five feet three, she was a perfect English rose with fair coloring and dainty skin, and all the world fell in love with her. Cranky old men like Winston Churchill, her first prime minister, confounded themselves bewitched, and hardened newspaper editors blushed of 'it new Elizabethan age.'

The first Queen Elizabeth, an other-world-class CEO, had come eagerly to the throne in 1952, at age 25. Ever conscious of her indefatigable and stately manner, Elizabeth II applied herself as assiduously to her new role. As queen, she perfectly captured the mood of Britain's post-war recovery, elegantly visiting factories to support industry and posing for happy family snaps with Charles and Anne to show solidarity with the nation's baby boom. But as a born pragmatist, she never took any of this far more

## FOR Elizabeth II, the House of Windsor is a major public corporation and she is its CEO. Her husband, Prince Philip, once went so far as to call it 'the Firm.'

In a lifetime's conditioning in duty, duty, duty all the way. These days the word is only encountered in connection with the military and the dead, but was it refreshingly good to live by it every day.

So she prepared, waiting for her hour. That came on July 4, 1952, in Kenya, where she was staying on the first leg of a tour to Commonwealth countries he'd left to her by her father, George VI, now too ill to



**LIFE'S DUTIES** she married Philip (left), who as a lifelong暮暮 hunting to always walk the line he had been the... [www.huffingtonpost.ca/2013/01/03/queen-elizabeth-life\\_n\\_2531010.html](#)

than it was. Although surrounded by cheering crowds whenever she went, it made no difference to her essential sense of self. Unlike the noisy and loud Diana, Elizabeth never fell for her own PR.

That's due to the fact that, even though she is royal, Elizabeth has a robust indomitable spirit that connects her powerfully with the British people and unites the whole country in an easy-to-manage, low-key comfort zone. Diana was famously celebrated and was adored, but she appealed mainly to the lower socio-economic groups, above all the great army of the deprived and dispossessed. Her way of wading the whims, the crowds and the country as a whole was profoundly divisive, with the upper class and the establishment hating her more and more for every popular success. Elizabeth saw all this, and was not a happy queen.

For she had learned from Elizabeth I a key principle of the British monarchy by which she still abides. Whatever touched the monarch personally could be overlooked, and Elizabeth I repeatedly forgave her last love, the young Earl of Essex, when he

'would never serve a honest and a wortal' and snarled at her 'crooked-cousin' that nothing man impugn the royal prerogative, or undermine the status of the monarchy in the land.

So when Diana raised a rebellion in 1981, Elizabeth I unhesitatingly gave up her favorite to the block. The same principle

guided her as a queen and the crown prince for 'gown parades', in her determined whispering at the corridor of power's malaciously scaling the show. If you're religious, as Elizabeth is, you pray for the gentle-hearted guardians of the royal seal. In 1985, those prayers were answered by her final car, cushion the Panhard et Levassor. "Now we know God's an Englishman!" one senior figure enthused. The Queen herself did not rejoice when Diana died. But she was not going to shed crocodile tears, and Diana must not be allowed to call the show from beyond the grave. So she lingered at Balmoral, ignoring the public demand to rush to London, displaying a truly regal grasp of the old maxed-out adage, "make 'em laugh, make 'em cry, make 'em wait." They waited, she finally came, and they loved her even more for it.

And that was not the worst of the crisis. Elizabeth had steadied the monarchy through, embroiling a firm faced with a cost head. Forget the endless, repetitive Royal Family marriage breakdowns, with the world's media endlessly laundering the Firm's dirty

## HER greatest success has been in the role of international stateswoman and national figurehead

explain why the present Elizabeth was so calm to Diana in the present's long, slow Calvary of ever deepening distress, and so graciously slow to join in the national mourning when Diana died. Alive or dead, Diana was destabilizing the monarchy, driving unscrupulous media attention, and shadowing up Charles as a most unfeeling person. But what does the CEO do when she drag-



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## TRIALS AND TRIBULATIONS

threats to the institution were not to be tolerated. That helps to explain why Elizabeth was as cold to Diana's pregnancy during, and slow to join at the naming. Diana had destabilized the monarchy, and shown up Charles.

husband and the crown reluctantly dutifully you.

Perhaps her greatest success has been her role as international stateswoman and national figurehead. In Britain, a survey showed that more people dreamed about the Queen than about anything else. Like any good monarch, she assumes a corporate social responsibility for the nation at large, leading the resourcing for a major disaster there or opening a new hospital there. She is equally at home on the international stage, welcoming foreign heads of state and travelling many thousands of miles to carry U.K. interests overseas.

Of course, she is known the world over for not being a performer and not knowing how to charm. On her 1991 visit to Canada, the newspaper demanded, "Why doesn't she smile more?"—though she protested that she was struggling her jowls when she should be the first to admit she has never had her mother's winsome ways; her sister Princess Margaret's urge to dance in centre stage or Diana's famous spins, flashing legs and sideways smile. But after half a century on the throne, even her weaknesses have

hardened into strengths. The Diana expert sees her as a Queen of Flawless. Now Elizabeth's solid demeanour and unexpressive voice are recognized as a true measure of her worth.

Of course, there have been debacles along the way, above all the loss of the title of the

### BUT what is the CEO of the Firm supposed to do when facing the reality that the designated heir is a milquetoast?

Commonwealth. Little by little she has had to watch a fall away in favour of Britain's closer alignment with Europe and the U.S. Painfully induced to be "Family of nations," the Queen wasinguished with prime ministers Harold Macmillan and Edward Heath when their ambitions for taking Britain into the European Economic Community led them to letroy, urchin eyes, "the old Commonwealth." She did not take it

personally in 1973 when the *Toronto Star* raised the question of Canadian independence from Britain, nor when Prince Charles left the country rather than receive her on a visit in 1978. She even has enough humour to have seen the joke when Montreal radio personality Pierre Brassard rang her up just before the 1995 referendum, pronouncing the Jean Chretien. But while Canada and other countries loosen the ties with the mother country and move on, in the mother of the country she mourns the passing of the only real family she has ever known.

For the lifelong pressure of her combined role has cast her the private life she might have enjoyed. Despite a long marriage, with four children and seven grandchildren, she has had little of the pleasure from them that some of her blunderbuss colleagues boast. The son and daughter Philip, in a lifelong rite as having to walk always two paces behind, has punished her by spurning rumours of endless infidelities that only age and infirmity may have finally quelled. The annual state visits and Commonwealth tours when her children were small served to dilute the

## Things start uncomplicated. Why change them?

Life is complicated enough. Technology shouldn't add to the problem. So Philips is committed to making technology that makes sense. Technology that's as simple as the box it comes in. Technology that's easy to use. Technology designed around the way you live and work. In other words, technology that's pure simplicity.

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## BIRING OUT THE STORMS

**RIDING OUT THE STORMS** Since the 1990s, researchers have made significant progress in understanding the role of climate variability in the development of tropical cyclones.

relationship with all four, and it is no secret that she is痴狂 about Charles.

Like all good lepers, she has a compelling story, but cannot rely on her to follow it. Any chairman or CEO can only do good-natured surgeries and undeliverables, and while she tries nobly to preserve and promote the House of Windsor, Charles was engaged in a spectacularly unhappy marriage and ugly divorce, and bushy co-founding stalwarts with Camilla Parker Bowles in regional TV. He was not alone: Diana had an affair with her bodyguard. Anne was named to have a son, and Philip could not understand her outbursts, meltdowns, spills and messy commodes.

Now the younger generation are at it in their own, with Anna's daughter Zara sporting a siren piece and brawling in public. Prince Harry has been drinking, smoking, fighting and doing drugs. To one who has spent her entire existence living and promoting both her own House of Windsor values and the value of the monarchy, it is hard to tolerate insiders going so far off-magnitude that they might as well be the lions, leopards, elephants and tigers of the jungle.

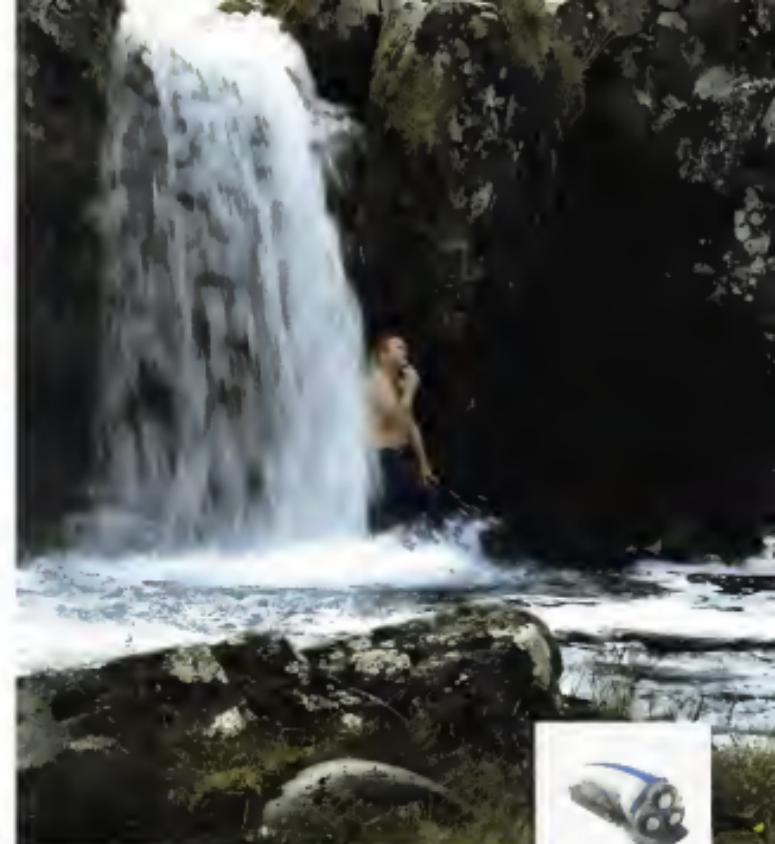
Charles in particular seems not to understand that actions have consequences and that deeds speak louder than words. Where the Queen demonstrates her values through everybody public, Charles does what he can and then speaks to justify, with a great sense of grievance, a being called a 'scoundrel'. Sadly for Elizabeth, she carries cast around the

Charles's extravagance and has more than once been critical of his large retinue of courtiers

Politically and constitutionally averse to interfering, she worries that Charles may run trouble with his misplaced interventions. She distrusts his earnest desire to display democracy at his own hasty little modern architecture. She disapproves of his extravagance and has more than once scolded him for his taste of courtiers, servants and advisers—overindulgence here. She will probably never forgive him for the infamous TV interview when he submitted the offer with Cornelia, which she found ridiculous.

obtaining every cent and every win. As the soldiers on both the sides, how does the future look to her now? Some years ago she set up a small palace committee charged with planning and sharing the Firm's "Way Ahead." Reports there Prince Philip was in doubt did not impair confidence, but that Queen does not always do what Philip wants. As usual, she was going thought to the strategy for the monarchy, and it is clear that were the final plan to be adopted, that Queen and her daughter would be here. As long as she remains in charge, all the royal duckies will be lined up in a row.

and the 1985 ban on British coal imports.



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**CANADA'S QUEEN** Diana (top) first visits here in the 1980s, the beginning of some 21,000 trips, including a 1985 trip to Lake Louise. In the middle that visit, Diana visits the Royal Canadian Mounted Police in 1985. At right: Diana and Charles in 1985.

still before her eyes, the Queen will never abdicate. The memory of the blossoming of her birth, her Duke of Edinburgh, and at 79, it's safe to say an adored one. Those who think abdication is possible (generally Americans, who wouldn't know a man on the beach that history-tinted parchment can yield no maternal will) are not merely bucking the wrong tree but buying in the roses. She will go on till she drops. But sooner or later, that time must come. How will Elizabeth fulfill the good CEO's final duty: prepare for successor, or at least prepare the way? Diana now carries out regular memoranda as the Queen's proxy, and attends any amount of weddings and funerals, like that of the late Pope, on her behalf. But this is all ceremonial. Does her secretaries read books, make public papers and memos—indeed, sit in on the weekly meetings with the Prime Minister? Not that we know. Charles may come to the throne as unprepared as the dithering Nelly. Already royal watchers are predicting a downturn in performance when Charles takes the reins. Market analysts would doubtless recommend selling stock in Monarchy Inc., when

Elizabeth gives up the baton, as huge amounts of the value she built up could be wiped off the company in her unsteady hands.

If Charles succeeds her, his reign can never be as long as hers, nor can he hope to measure up to her lifetime of blameless service now that his father and son have been laid low. William as yet is an unknown quantity

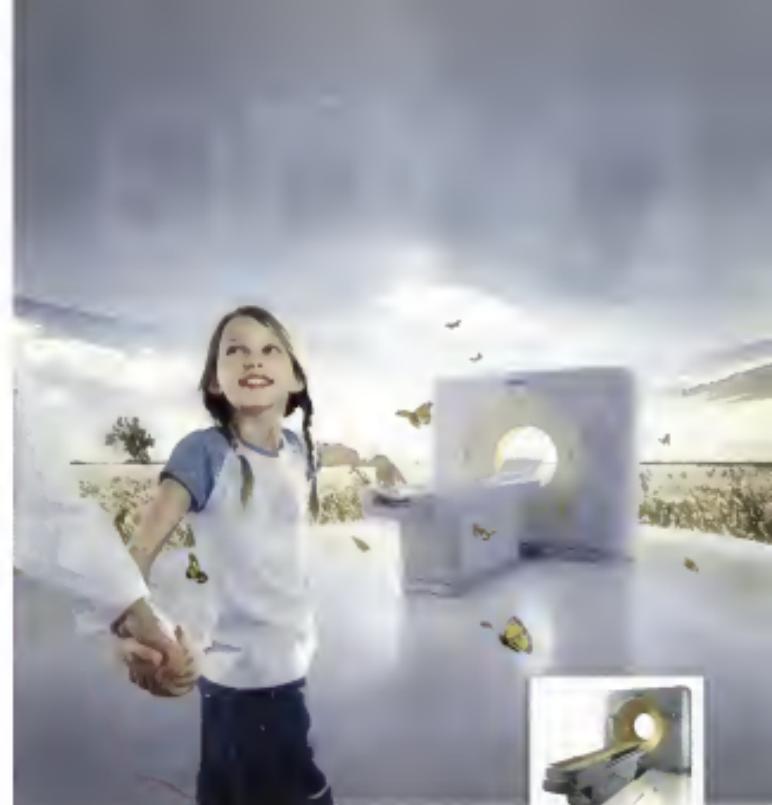
### ELIZABETH must be thinking of Charles's accession, and wondering whether that will mean the end of the monarchy

British monarchs are dead on their knees, praying that he has his grandfather's and great grandfather's grace, not that of his patients on either side.

When Elizabeth I died after 45 years on the throne, few of her subjects could remember a time when she was not queen. The same could be true for Elizabeth II. Her natural and physical traits are remarkable for

her years, and her general level of contentment remarkable for any age. If she lives as long as her mother, who died at 101, we shall not see a new king till 2023. There will be new challenges at that time, but at least the world will have (mostly) got over Diana, and Charles and Camilla will be 79 and 80.

And Elizabeth still gets up every day radio her day, though all the radio of the Penn may be falling down on the job. It's a cold, hard row to hoe, but it's very thrifty, if familiar, and it's hers. It is the strongest consolation she has, but there are others too. Like her great foremother Elizabeth, she knows that she has been deeply, naturally loved. After 32 years on the throne, she also has the satisfaction of knowing that only one English monarch has ever reigned for longer, and that she may well top Queen Victoria's 64 years. But back to Charles, as we must. After her, le déjage? She certainly asks herself this question. Could she be looking at the end of the monarchy, and the inauguration of Pepe's Republic of Britain? Most unlikely, but stranger things have happened. Alas for Elizabeth, she will never know. ■



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## LOST, LUCKLESS GIRLS

Since 1988, 13 Edmonton prostitutes have died suspiciously, and fear is mounting

**KATHY KING** sat in the living room of her middle-class Edmonton home last week, reliving again the horror of losing a daughter to a serial killer,谋杀犯, stalking the city's street prostitutes. The body of one other sex trade worker—at least the 13th such unsolved homicide or suspicious death since 1988—had just been discovered in a farmer's field on the eastern outskirts of Edmonton, about 40 km away from where the remains of King's

22-year-old daughter, Carolyne, were found nearly eight years ago. "It's just too much," says King, 56. "The unrelenting repetition is very draining. It's frightening, because there's a subset of humanity out there that believes in killing vulnerable young women."

The latest victim, **Ellie May Major**, 33, was the second Edmonton prostitute to turn up dead in less than three weeks. On April 16, an off-duty worker stumbled upon the burned

body of **Charlene Gauld**, 20, near an oil well about 60 km southeast of Edmonton. Both women were well known to police and had, in fact, registered with **Project Kure**, an Alberta-wide, RCMP-led task force which is currently investigating 41 deaths and 31 disappearances of people engaged in "high-risk" (mostly) such as prostitution and drug use. Founded in October 2003, Project Kure followed on the heels of the alarming rise of Robert Pickton

CONTINUED ON PAGE 40

body of **Charlene Gauld**, 20, near an oil well about 60 km southeast of Edmonton. Both women were well known to police and had, in fact, registered with **Project Kure**, an Alberta-wide, RCMP-led task force which is currently investigating 41 deaths and 31 disappearances of people engaged in "high-risk" (mostly) such as prostitution and drug use. Founded in October 2003, Project Kure followed on the heels of the alarming rise of Robert Pickton

There have been at least 13 unsolved murders involving sex trade workers in the prairie capital since 1988. The victims include (clockwise from top left): **Katie Sylvia Bellamyne**, **Georgina Flint**, **King**, **Debbie Lake**, **Gauld**, **Monique Piron**, **Mayer** and **Rachael Lu Quigley**.

**ROGERS**  
**sportsnet**  
**magazine**

**MAY 23, 2005**

# A BUMPER CROP

The London Knights have bloomed after five years of careful planning.

**MOE'S 5 GOLF SECRETS**

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# CANADIAN EH?

Canada's Owen Sound Generals  
of the OHL will be among the  
players in this year's European  
Soccer Championships, broadcast  
on Sportnet.

**THE FA CUP FINAL**  
Arsenal vs. Manchester United  
Sunday, May 21, 3pm ET  
All four Sportnet channels



## We're hockey fans. Period.

If the NHL and its players have managed to accomplish one thing during their long winter and spring of discontent, it was to confirm that we are not just a nation of NHL fans, but a nation of hockey fans. Period.

This year's Memorial Cup will be the most popular in years, not just because of the hometown Knights (p. 552) or because of Sidney Crosby but also because the absence of Stanley Cup playoffs has turned hockey fans in a different direction.

And for that, the much maligned NHL and its players, deserve our gratitude.

[scott.morrison@sportnet.ca](mailto:scott.morrison@sportnet.ca)  
scott.morrison@sportnet.ca

## TV HIGHLIGHTS

**ARTS ON SUNDAY, APRIL 23**  
This bi-annual arts feature this Sunday  
features the former *Homeless Jesus* marking their first  
feature film appearance as the  
Mormons. (9pm)

**Saturday, May 19, 7pm ET**  
All four Sportnet channels and in  
High Definition (HD)

**2006 MASTERCARD MEMORIAL CUP**  
The much maligned Canadian Hockey  
League of 2006 is back in action this  
weekend with the final between Sidney Crosby  
and the Mississauga Steelheads and the  
Winnipeg Jets.

**Saturday, May 20, 7pm ET**  
All four Sportnet channels (HD)

The final round-robin game of the  
Memorial Cup is an all-Ottawa matchup  
between the London Knights and the  
Ottawa 67's.

**Thursday, May 25, 7pm ET**  
All four Sportnet channels (HD)

Championship game  
**Sunday, May 26, 4pm ET**  
All four Sportnet channels (HD)

**SPORTSNET 95**  
Sunday 8pm and 10pm

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**ON THE COVER:**  
Lotto 649, 4pm, MTS  
Montreal (9pm), Daniel Gignac  
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# GETTING YOUR LAWN ABOVE PAR

## LAWNCARE 101: TIPS FROM A PRO

A veteran course superintendent  
talks about home lawn maintenance

Tim Rankin knows a thing or two about lawncare. As course superintendent for Vancouver's University Golf Club, he's got 20 years of experience protecting turf from both human hazards and Mother Nature.

"Smart lawncare starts with using the right equipment—tools that combine toughness, quality and useful features," says Tim. "By using the best and most durable equipment, I save time while meeting my pretty exacting standards."





At the University Golf Club it's Tim's job to keep his greens and fairways as healthy, rich and uniform as he can. For those who can't spend all day mowing their property perfect, Tim offers a few smart mowing tricks that can make a world of difference.

For starters, he practices frequent mowing. "In the spring, I'll tackle the lawn at least once every 10 days or so, as mowing stimulates growth." He cautions against over-mowing, however. "Don't try to cut it too short, and never take more than one-third off, no matter what the height is. If you do, it can lead to browning or disease."

Manoeuvrable and easy to start, a Troy-Bilt mower is a home turf workhorse.

#### THE TROY-BILT ADVANTAGE

While a golf course has assistants who can shoulder heavy work, home mowing can be back-breaking. Troy-Bilt's 6.75-hp, 3-in-1 self-propelled mower is the perfect easy-does-it solution. Started by a gentle pull and featuring technology that matches walking speed, the workhorse takes mowing from a chore to a labour of love.

#### The Troy-Bilt 6.75-hp, 3-in-1 Variable Speed Self-Propelled Mower with Sure Start Technology

- Sure Start Technology (SST) helps ensure a perfect prime every time, ideal for cold engine starting.
- Smart Speed feature allows you to match the speed to your pace.
- Front-wheel drive, self-propelled mower
- 3-in-1 function never converts for bagging, mulching or side-discharging without tools
- High rear wheels for better manoeuvrability
- Fuel gauge – so you know if you'll need to fill up before starting to mow
- Powerful 6.75-hp Tecumseh engine



I may not have to trim 30-foot bunkers at home, but good edges are still good edges.

#### THE TROY-BILT BLOWER/VAC

With a powerful 31cc two-cycle engine and up to 250 lph airflow, the Troy-Bilt Blower/Vac is the right tool for perfect lawns. Its 8.1 mulch mill and brush bag with zippered bottom ensure that disposal of leaves and lawn waste is just as easy as collection.

#### THE TROY-BILT BRUSHCUTTER

Like the Troy-Bilt self-propelled mowers, the easy-to-start functionality of a Troy-Bilt Brushcutter EZ Link Straight Shaft Trimmer makes lawnmower parkers Spring Assist Starting technology helps the trimmer start with just a slow, smooth pull. Just prime it, flip it, pull it. It also features a 17-inch cutting path and EZ-Link convenience for trimmer attachments, and includes a trimmer speed and four-sided brush blade.

#### THE TROY-BILT 46cc CHAINSAW

Troy-Bilt's 46cc 20-inch Chainsaw, with Spring Assist Starting technology and case, combines rugged durability with technology that helps it start with one smooth pull. Featuring a 20-inch bar, this smart investment is another example of Troy-Bilt's commitment to creating power tools that are always tough, tough and ready.

- New Spring Assist Starting technology (SAS) – starts with just a slow, smooth pull
- 46cc 2-cycle engine with 20-inch bar cuts logs up to 40 inches in diameter
- Easy to adjust chain – no need to disassemble



According to Tim, the perfect tee he keeps on the traps and hazards of his golf course is just as possible at home, but you need quality equipment and a strategy that includes trimming first.

"Trimming and edging before you mow is a good approach to lawn care," contends Tim. "Use your grass trimmer first and mulch the uneven-cut clippings with your lawnmower. Mulching lets you cut the grass and feed it at the same time."





After nearly 25 years of being in the business of great lawns, Tim has come to value quality equipment. This is particularly true, he says, for lawn and garden trustees. "When you're making this kind of investment, it pays to buy a trusted, respected brand."

If you've got a reasonably used property, get a lawn tractor says Tim. "Look for a good reputation and features that will save you time and effort." But owning a good one doesn't mean you should just mow out onto your grass, Tim cautions. "Just like a push mower, you'll need to take care of things, including a few extra features that are unique to these lawn tractors."

For starters, Tim suggests, check your tractor's air filter and spark plugs on a regular basis. "Moving rocks up a lot of dirt and debris—as we check our filters at the golf course at least once a week." Protecting your blades is also critical. "Rocks and sticks dull your blades—and dull blades damage your grass—as go out and inspect your cutting area for stones and branches first."

With extra-wide cutting deck and 26-hp automatic transmission with cruise control, it's the Cadillac of lawn tractors.

TOUGH-BUILT 20-HP LAWN TRACTOR WITH 48-INCH CUTTING DECK

- Extra-wide 54-inch cutting deck (average width is 42-46 inches)
- Automatic transmission with cruise control [manual transmission is typical]
- H/Low gear range for when you need to tow a heavy attachment (e.g. tiller)
- 28-hp Briggs & Stratton V-twin engine with pressurized lubrication system and spin-on oil filter
- Bumper kit allows you to protect the body of the machine when maneuvering around obstacles
- Cast iron front axle for durability
- Step-thru frame (allows you to easily get on or off the tractor)
- Hour Meter and Engine Systems Monitor (for tracking maintenance)
- Cutting blades are turned On or Off with an electric PTO switch



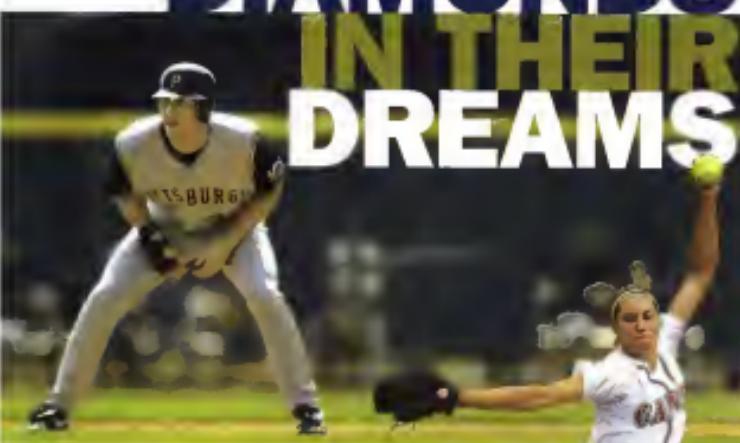
#### THE TROY-BILT FAMILY ADVANTAGE

From tractors and mowers to trimmers and blowers, Troy-Bilt tools make lawncare easier. Time-saving features like single-pull starts and fuel gauges help you spend less time fiddling and more time enjoying your property. Built to be easy to use, tough and dependable, Troy-Bilt tools enjoy a reputation for quality that goes back over 60 years.

This entire line of Ton-O-Belt products is available only at your local Canadian Ton-



# DIAMONDS IN THEIR DREAMS



**GROWING UP IN TRAIL, B.C.,  
JASON AND LAUREN BAY HARDLY  
KNEW HOW GOOD THEY WERE  
UNTIL THEY HIT THE  
BIG LEAGUES.**

BY SCOTT BURNSIDE

**O**n July 15 Jason Bay, National League Rookie of the Year in 2004 and the pride of Trail, B.C., will travel to Chicago with the Pittsburgh Pirates to play an afternoon game against the Cubs at Wrigley Field.

After the game, he will decline dinner invitations from his own teammates and instead head to Benedictine University south of the city to throw out the first pitch.

first pitch at a game at the Sports Complex between the Chicago and the professional women's softball team and Team Canada. Barring something unfore-

coaching grade of "Good" is C  
Confidence? Hardly Highly  
and hardly? Not best

The odds of a Canadian baseballer making the big leagues



BY JIM KERNAGHAN

PHOTOGRAPH BY PETER BRIDGE / MACLEAN'S

THE HUNTER BROTHERS BEGAN CULTIVATING THIS YEAR'S RECORD-BREAKING LONDON KNIGHTS FRANCHISE WHEN THEY BOUGHT THE TEAM IN 2000.

# A BUMPER CROP

SPORTS  
Excellence

KNIGHTS IS HOCKEY

## KNIGHT FLIGHT

Knights' wings Braden Pihl (left) and the eye of dynamo Drew All (right) and the Knights' bats (top) fly in like a team of London's 300,000 bats. (Left) Hunter (bottom) is the heart of the city. (Top) Team on the field for this year's annual Day 1000.

**D**ALE AND MARK HUNTER ARE MEN OF THE EARTH, FARMERS. THEY'RE ALSO MEN OF THE ICE, HOCKEY MEN WITH A COMBINED 31 YEARS OF NATIONAL HOCKEY LEAGUE EXPERIENCE. >

Together, they re-delivered to Canadian fans one of the most up-to-date stories in a hockey season that needs all it can get. The Hounds' Major Junior A London Knights won 59 games this season, 15 more than their closest rivals, broke four Canadian Hockey League records and broke or tied 16 Ontario Hockey League marks as they entered the playoffs and headed toward the Memorial Cup showdowm three May 21-23, which takes place that year in the Knights' hometown of London, Ont.

Along the way the Hounds have inflated into their top ranked team many of the principles they believed in on making their even subsumed agricultural holdings near Penetanguishene, about an hour west of London.

Planning, persistence and nurturing come to mind, followed by growth and the harvest. It has worked for years on the 3,983

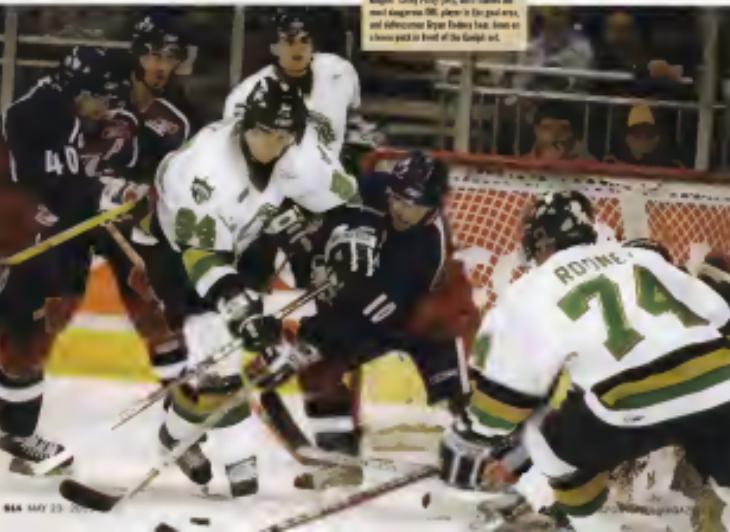
acres that the brothers amass-  
bled during their NHL careers,

and the same principles apply to their hockey team.

"We stick with what we know and that's hockey and farming," says coach Dale Hunter.

"Hunting is a good preparation," says general manager Mark Hunter. "The job is done when the crop is off. You don't count losses. And you pay for any mistakes you make."

In fact, while Dale works be-  
hind the Knights' bench in the



## KNIGHTS IN A NUTSHELL

Franchise formed:	1985
Original name:	London Knights
Original sponsor:	London National Resources
1995-96 NHL affiliation:	Memorial Cup (Ontario) (Western Conference)
Names changed:	2001
Hockey league team:	May 2000
West team record:	1,000, 44 losses, 21 ties (2004-05)
Best team record:	51 wins, 7 losses, 21 ties (2004-05)

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bled during their NHL careers,

and the same principles apply to their hockey team.

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In fact, while Dale works be-  
hind the Knights' bench in the

### KNIGHT INJURIES

**Knights' Greg Percy (30), who earned the most dangerous NHL player in the post-season, and defenceman Trevor Duhon, form a classic pair in front of the Knights net.**

## EAT, SLEEP, KNIGHTS!

When it is said Dale Hunter lives, eats and sleeps London Knights, it's pretty close to the truth.

As owner with this year's Memorial Cup hosts for the past 10 years, Hunter was a permanent fixture at The Ice House, the Knights' previous training on the outskirts of London. In fact, he lived in the rink's roses.

In 1995-1996, Hunter nearly vanished from the old rink's cleanup confides for fear of running into someone he knew. The Knights' win three games that year, lost 60 and tied three, the worst season in Canadian junior hockey history.

If the Knights have come a long way since then to win 59 games this season, so has Hunter. Once an avaricious

but no more.

"It was awful when we didn't have good teams," Hunter says. "But it's no longer politically correct."



**Dale Hunter (below)**

The London Knights have evolved into the nation's top ranked junior team on hard work and persistence. In the past 10 months, Mark Hunter has logged an odometer-bending 80,000 kilometers on his car to scout games. The success of the team took precedence over any individual, even blood relatives, which explains why Mark and Dale invited their nephews Logan Hunter and Rick Staudt to other teams.

It also explains why the Knights have backed away from the idea of opposing teams and their fans, everyone from Wayne Gretzky to Eric Lindros, get a moment of their results. Hunter has been stopped off the team bus.

If he can't, he'll change it in a big part of our rules."

The Knights' path to the national title began at least four years ago, when the team drafted North American players who were born in 1985. In that 2001 OHL draft, the Knights landed that year's Canadian Hockey League leading scorer, Garry

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Perri, team captain Danyo Synder, Dale's son Dylan Hunter, goalies for Gerald Gallant, and such-vander Marc Meloche. This season, astute trade insight Bob Schremp, Danny Pritzel, Adam Dennis, Jeff Whithfield and Daniel Groleau to the Knights.

In building this year's team, the Hunter knew what they've accomplished. "The team was built for this year," says Dale. "We never experienced anything like this in my life. And it might never again."

*Jim Armstrong is a sportswriter for the London Free Press.*



# SWING, BATTABER. YER A BUM! HAVE AN EYE.

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Technology  
RYAN JOHNSTON

## Smile when you say hello

With the convergence of wireless technologies, fans may watch a Blue Jays game, show it to their friends at home and provide a play-by-play commentary, all at the same time.

Mobile technology and the ubiquitous sports fan on the phone have split up. It was nothing personal, nor was it a coincidence. It was just a case of one simply outgrowing the other.

"Mobile technology is off and running," says Andrew Harris, divisional marketing manager for cellular, digital and mobile audio at Best Buy Canada. "Picture-messaging technology allows anyone to share the moment. It's gone from phoning your friends to tell them you are on TV at the game to quickly snapping a photo and sending it via text."

A mere two years ago, camera phones were invisible only to those with the last name Jetson. Now, fine peak cameras grace along with their gloves when they travel to the ballpark. Entry-level camera phones allow you to capture the moment with 0.3-mega-pixel (mp) capability. In laymen terms, the pictures of Blue Jay Roberto Alomar sent to everyone on your email list will actually look like Roberto Alomar.

"The cell phone industry is changing," Harris says. "Now, close to 40 per cent of all units sold are camera phones. The numbers are indicative of the trend."

The trend is clearly progressive, so the point where the technology shoves eyes of the play outwarming demand. While 0.3 meg is the technology of the moment, 1.3 mega have al-



ready saturated the marketplace, with industry experts predicting a cooling of 2 mega in the next 12 months.

"High-quality picture messaging will be a basic feature," says Harris. "Next in line is the ability to capture video. As soon as the networks catch up, which won't be long, sending clear, stimulus video will be the norm."

Smart phones will be a basic feature, thanks to a trusty handheld.

"My wife and I were apologetic over a dinner party asked about during a decisive Maple Leafs-Sabres playoff game," says Harris. "But in between overs, I was able to consult my handheld for updates."

Canada's largest wireless provider, Rogers, recently announced Rogers Music Television. Rogers' wireless customers will receive real-time access to live television programming, including exclusive Toronto Blue Jays content.

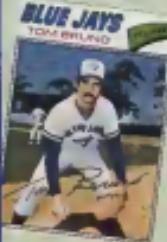
Again, in laymen terms, Rogers' wireless customers who subscribe to the service will be able to watch exclusive Toronto Blue Jays real-time highlight clips through the display on their cell phone.

"It's an indication we believe in the technology and where it's heading," says Givord.

It may lead to some iconic situations. For example, if the ubiquitous fans in the press box see themselves while watching the game on their cell phone should they still call home to tell everyone? "

Ryan Johnston is Senior Editor/Columnist at *SportSmart*.ca

## JAMIE CAMPBELL'S BUBBLEGUM MEMORIES



Tom Brunin figures he would have had a longer career in the big leagues if he'd spent more time concentrating on baseball. As a member of the Toronto Blue Jays in 1977, he simply missed an opportunity to pursue his passion fully.

"Any free time I had was spent up near Bracebridge [Ontario] fishing, a fishing boat," says Brunin. It showed. The right-hander posted little relief for the original Jays, going 6-6 with a 7.85 ERA in just over 120 innings. In his short time with Toronto, he shared a house with Jerry Johnson, Bob Linger, and the late Doug Kell. Soon after the end of the 1977 season, Brunin was traded to St. Louis for outfielder Hal Bassett.

Now 32, Brunin lives in Pierre, South Dakota — and not surprisingly — runs Tom Brunin's Major League Adventures, a company that specializes in hunting and fishing tours. Frequently he receives old baseball cards in the mail from people requesting his signature.

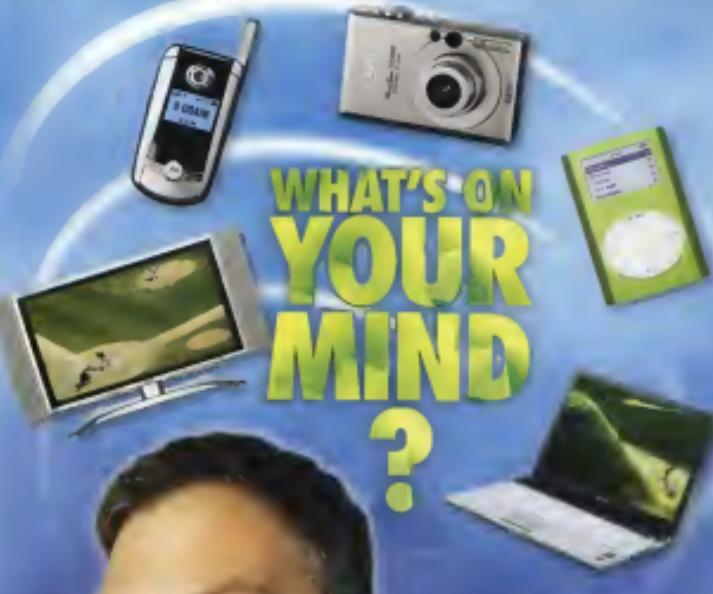
"I'm just flattered that people remember I played."

### YOU READ IT HERE

"We didn't get beat, we got out-intellegunned. And when you found out what they were taking, you started taking them."

Former major-league pitcher Tom Brunin, who claimed there was nothing out there in the 1970s

ROBINS REPORT/SMART MAGAZINE



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# BRAUN

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Crime | >

dates, friends and family members, identifying marks, as well as strands of hair for DNA samples. To date, over 90 percent of those approached have complied. In the event of find play, the provincial investigation leads they otherwise wouldn't have, given the victim's unusual lifestyle. It's done little, though, to stop the mounting death toll.

For the record, police decline to talk about a serial killer. Their mantra, for nearly a year, has been that, yes, there is one person who may be responsible for more than one of the murdered prostitutes. But there could be many killers out there, they say, and investigation must remain open until possible scenarios. In the wake of the latest grisly discoveries, Alberta Solicitor General Harvey Centefio went a step further. "I'm not going to speculate on whether it's a serial killer," said Centefio, a former Calgary police officer who has been brieffod on the evidence. "But I would think there's one individual responsible for a number of the murders."

Bill Pitt, who teaches criminology at the University of Alberta, thinks everyone is slanting the obvious. "Whatever's dealing with her," he says, "is a targeted group of individuals who are taken from the street, murdered and then dumped off." All the bodies were found in rural areas, several of them in a dozen just east of the city. Saskatchewan, an area patrolled by the RCMP (Edmonton has its own municipal police force). "It's almost," says Pitt, "like the killer is saying to both police forces, 'I'm smarter than you. I'm better than you. I can dump them in your backyard and you can't catch me.'

**EVEN WHEN** not being stalked by a murderer, the life of a prostitute is often nasty, brutish and short. Since Hodges knows the territory well, these days, Hodges, 35, a special projects coordinator and research assistant for the Prostitution Awareness and Action Foundation of Edmonton (PAAFE), is financially challenged non-profit organization, which runs programs aimed at dealing with the root causes of the sex trade and getting women off the street. But the eight years, Hodges was, in her own words, "a crack-addicted prostitute who grew up with her rocker."

Hodges says she grew up as the daughter of an alcoholic mother and suffered physical and emotional abuse from an early age. She began hanging out with men kids at age 13. "I started trying tricks for money when I was 16," she says, "but I'd probably been self." What the f— are you doing? Do you

prostituting myself long before that by having sex with men in exchange for a place to stay?" Crack cocaine became her drug of choice and she'd work seven days a week, from 9 a.m. to 2 a.m., to support her habit.

Her scarier experience? "I've bled to death a few times," she says, "but one that frightened

me to leave the rest of your life like that?" Hodges was one of the lucky ones. She phoned her mother, who had stopped drinking, and asked to come back home. She returned to school and earned a high school diploma. She met and married a man who didn't hold her past against her. And she



Hodges, a former crack-addicted prostitute, leaves British street life for good.

not much more than it did at the time when I was giving oral sex to a john and he grabbed a pair of garden shears. He took my hair, which was in a ponytail and chopped it right off. He could have done anything to me to that day. He could have

got a job helping people like himself.

But Hodges knows others are not as fortunate. "There is very little transitional housing or support for those who want to leave the sex trade and who don't have a family to go back to. They have few options, which is why they continue to work the streets, even now." There's tons of fear out there because you never know who is going to be next," says Hodges. "But just because someone is out there, letting people doesn't change the way these women live with day to day. Like being homeless, being addicted, being controlled by a pimp or a gang. That's their reality and they often see no escape."

**POLICE** still skirt the idea of a serial killer, but Alberta's solicitor general speaks of multiple murders by one person

stabbed me. He could have killed me, but that didn't really sink in until later."

After a lifetime of abuse, the turning point came when a boyfriend, angry she had left for a weekend without telling him, sentenced her in the face with a chair. "It was like whatever was broken in my brain got knocked back to where it was supposed to be," says Hodges. "The next morning, I looked at the bruises in the mirror and said to myself, 'What the f— are you doing? Do you

dress in blue jeans and a leather jacket, John McCartney looks very much the tough cop he's once was. But for the past three years, the retired 21-year veteran of the Edmonton police force has been more of a social worker, running a court diversion program for PAAFE, which tries to help women charged with solicitation to change their lives. McCartney is a one-person referral service, steering her clients toward drug treatment facilities, housing options and employment opportunities.

McCartney drives at the end of the day

named as a member of the vice squad. "Being a woman helped," she says. "When I worked undercover, the women dressed me and taught me how to put on makeup. I stood out there with them and as they got to know me on a different level, I helped lots of them get away and I put a lot of pimps in jail."

All the same, McCannery's cutters enjoy-

panishing cocaine habit. As a little girl, Kathy Xiang recalls, Cam was bright and happy. She loved animals, especially horses. But Cam, who suffered from learning disabilities, struggled as a student. That, in turn,

As a consequence, Gina began to experience



ment is a tough one. Few women who want to get out are drawn back by the strength of their addictions. Crack cocaine was bad enough, she says, but crack crystal meth has made things even worse. "Even the people are nowaddicted," says McCayney. "There's no parasite, but hallucinations and agitation." The spouse of a serial killer is just another hook for the drug trade, she adds. "People are easier, stressed out and scared. So they cap the best way they know how, which for most of them means more drugs."

But there is a brighter side. Away from the street, says McCartney, her clients can be like playful, happy little kids, with lots of creativity. They produce some wonderful poetry and drawings." And among those who have come the trade, McCartney counts names, personalities and solid workers. "These women keep being told they might as well not even try," she says, "but they are throwaway banners. But without all the down, they are precious gems."

Kathy Kling still grieves for her daughter, whose body was found in 2007 (above).

with alcohol and drugs. She suffered a drug-induced psychosis and, more than once, spent time in a psychiatric hospital. "I was glad for a number of years to get treatment for her," says Ring, who works in a professional and servant. "But the mental health

**'THERE'S** a subset of humanity out there,' says Carolyn's mother, 'that believes in killing vulnerable young women.'

people don't want to deal with addictions, and the addictions people don't want to deal with the most difficult."

Can left home at 7:30 and arrived near 9:

Carrie left home at 18 and stepped into a shadowy life. King only caught glimpses of Carrie at Carrie's in afternoons from

Monday, Cara didn't show. A few days passed without any word, and then Cara's friends started calling for news of her. King contacted the police, but says it took several attempts just to file a missing person's report. Once the had, she said what would happen next. "Now we wait for a body," she was told. The woods still ring. "I will never," says Kline, "forgive the person who said that."

King spent the next month in a state of panic. Then the body was found and she buried her only child. After that, King says, she thought about simply knifing queen and putting the shame and guilt of having a daughter who was a prostitute behind her. "Then I decided this wasn't about me," says King. "As frustrated as I was, it had become much worse for Cara. I can't imagine what it must be like to be normally ill, hospitalized and addicted." So she began to speak out, for Cara and all the other lose early.

King chose a visitor photo album she prepared for Carol's funeral. It reveals an entire young life, from a cheerful toddler to a숙e young woman with brooding eyes. King has a dozen other albums like it, so many memories she doesn't know what to do with. "I used to think I'd save them for her,"



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## MURDERED FOR LOVE

Treated like property, Pakistani women fight futilely against 'honour crimes'

**THERE IS NO ESCAPE.** That's the lesson Shasha Mungu has learned in her two years on the run from her previous life in Senda, Pakalutan's anachronistic southern province, where ruling feudal lords still refer to their indentured farmers as peasants and women are little more than property. "My life is over," says the 34-year-old Shasha, eight months pregnant and on the verge of collapse. The hopelessness in her words is disconcerting, given the strength of character that has brought her this far. For, further into the woods, in

her son, and she is, after all, still alive—a small fire for a girl who had defied convention and customs and challenged the very fabric of her male dominated society.

And survived, with the rains the loves still at her side and a new life growing within her. Shaka and her husband, 18-year-old Eshan, made a fatal mistake two years ago: they fell in love, and in South love stories often do mistakes. Their life in the sun began with a secret encounter eight months into their clandestine relationship. Shaka was desperate—she had run away from her family's home because her father announced she was to be sold to a man 10 years her senior and a known criminal. "He was a scoundrel," says Shaka, 16 at the time and dreaming of becoming a doctor. "I knew I could never marry him. But when

above, and below,  
on the road and  
protecting their people.



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Shahzad, 43. "What could I do?"

The alternative was death: certainly death for Shazia. Upper Sindh, the region of Pakistan she and Iftikhar call home, is the honour crime capital of the country, with the highest rates of murder, rape, and burning, kidnapping, and enslavement of women. It is dominated by patriarchal traditions dating back thousands of years, and remains for all intents and purposes a prison for women, where they are buried and sold, traded and enslaved. In one high-profile honour crime that horrified the world, Malakhtia Mai was gang-raped in June 2002 by a group of men from her village on the orders of tribal elders—because her brother allegedly had an illicit affair with an older woman from another tribe (that story had, in fact, been concocted to cover up the boy's rape by three men from the tribe).

For thousands of cases go unreported, and underscore the truly abhorrent side of honour killings in Pakistan: they're big business. "It has become the dominant industry in Sindh," says Shabbeer Shar, a lawyer at the Sindh High Court who has fought for the past 15 years to protect threatened women. Sometimes as much as \$60,000 (Rs 3.19 million) may change hands, he says—"a significant amount for poor, landless farmers. It's become commercialized."

The driving force behind this multi-billion-dollar business are the landowners who rule their domains with iron fist. The rules are simple: in Sindh culture, disputes are settled through a tribal meeting called a jashai. If it is presided over by a feudal lord who leans to arguments from both parties before announcing his decision, which is irrevocable. Typically, a jashai involving an honour crime goes something like this: a man and a woman have been declared shashai—black man black woman—perhaps because they were seen walking together, or someone had a vendetta against one of them. The woman is quickly killed by her family, while the man usually escapes and goes into hiding. The woman's family then demands compensation for her death (which, of course, they didn't even control). In the vast majority of cases, the feudal lord fines the man's family. He is forgiven and remains in the community fold, while the woman is buried in a special cemetery set aside for those deemed lost and never spoken of again. The feudal lord naturally gets a cut, up to 25 per cent. "So you see,"



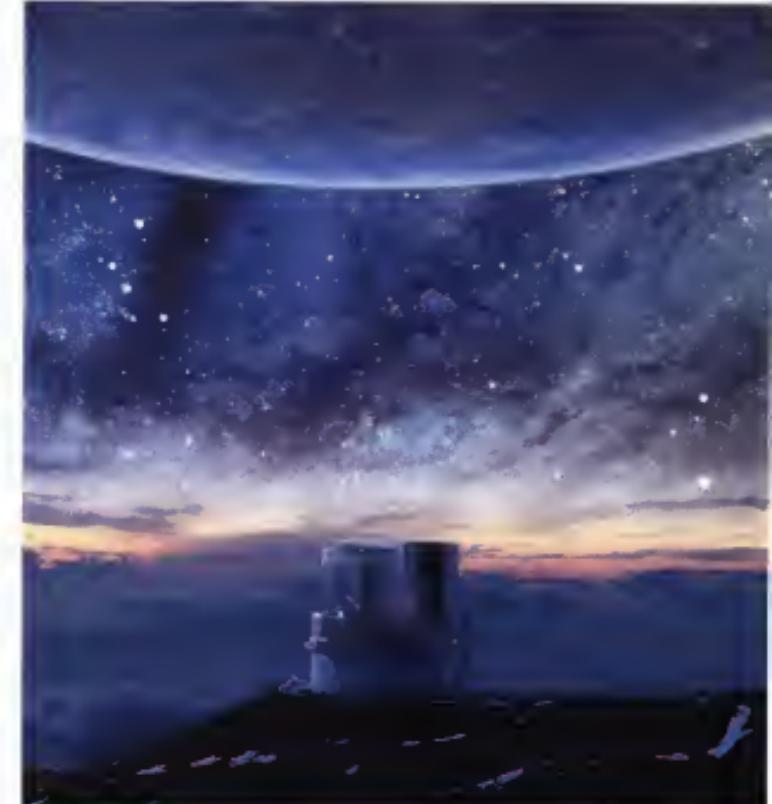
At middle (top), feudal lords decide the fate of women. A mother, daughter and nephew are treated in Sindh after being doctored in acid.

says Shabbeer, "it's in the jashais" interests to keep the system going.

In Shazia and Iftikhar's case, local lords have been pressuring Iftikhar's family to settle the issue in a jashai (the system was

ruled illegal by the Sindh High Court in the spring of 2004, but that has had little effect). And abuse is an epidemic that even the local police and judiciary have become involved. "The police show up at our house at least twice a week," says Khan's father, who has already spent two weeks in jail on a kidnapping charge filed by Shazia's family. "They demand we take over Shazia, but we refuse and have to pay a bribe." So far, the family has managed to keep the authorities at bay, paying them more than 200,000 rupees over the past two years. But their resources are fast being depleted.

"**THERE ARE** no real options for women," says Ambreen Noor, founder and director of Pehchan, a grassroots NGO in the village



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## Human Rights | >

of Shabda Kot. "Women are the property of men. When a woman is declared *haram*, she becomes damaged goods her family will dispose of her and then seek compensation." Andress, whose up her NGO eight years ago when she was just 16, is frustrated by the lack of government action. "NGOs are so afraid of working in this environment that virtually nothing is being accomplished," she says as her small office in a crumbling section of the village, Purbian, which means "down," has been at the forefront of the fight against judicial and police corruption, regularly visiting local police stations to ensure cases are being properly investigated and offering legal services to women in need. The group's office has been firebombed and defaced, and Andress's life has been threatened, but she is determined to continue the fight. "Honour has very little to do with these despicable acts," she says. "Honour is simply a cloak for which are essentially commercial squabbles between sex insiders. The fact that the women are daughters and mothers is meaningless. They are sexual property, period."

Some human rights workers admit to a sense of helplessness. "Frankly, I don't know what to do," says Debra Spal, coordinator for the Program for the Advancement of Gender Equality, a women's rights armature headed by the Canadian International Development Agency. "The more it seems like it needs a multi-pronged approach, but there simply isn't the political will to do what's needed."

Most rights workers agree that what's needed most in the short term are actions for women seeking safety, but no one is willing to risk the wrath of the Saudis by telling them so. And up the government defied them, the Dar ul Aman network [meaning "Place of Peace"], are currently embroiled in a scandal involving sexual abuse and human trafficking. The shadowy themselves are little more than prisoners locked from the outside and devoid of any facilities. A group of six women who managed to "escape" from one Dar ul Aman in February told human rights groups chilling tales of sexual abuse and forced prostitution that the shukran continue to fluctuate, with a government inquiry into the allegation against them going nowhere.

"The time has come to turn up the pressure on the Pakistani government," says Taha, who calls on the international community

to make honour killings a global issue. Western countries are already affected by the practice, she argues. In Britain, an honour killing made headlines in 1999 when a woman was strangled to death by her mother and brother for having an extramarital relationship. And while the murder and dismemberment of five year old Bushra Khan in Toronto in December 1999 was not an honour crime per se, it had close links to the culture of ownership of women in Pakistan. Her father, Muhammad Khan, currently serving a life sentence in Kingston Penitentiary for the gruesome killing, believed the child was the illegitimate product of what Khan viewed as worthless property—his adulterous wife. The young girl was, in his mind, not even human.

For Shabda and Bushra, dreams of emigrating to another country keep them going.

**WHEN a woman  
is declared *haram*, she's  
damaged goods; her  
family will dispose of her  
and seek compensation**

But the paradox for asylum seekers is that they may already have escaped the country of persecution before they can apply for asylum. That, for a poor couple from the rural backwaters of Pakistan, is next to impossible. And the reality is, women face an upper hand in living hellfires in a world restricted to four walls. Some of these things we take for granted, small pleasures like a sauna and/or having a friend for coffee, are completely alien to them. Women like Bushra deserve even more respect for trying to break through such barriers. They are being exposed to a world their mothers and grandmothers could never have imagined; even in the poorest regions, through things like the Internet and satellite television, they see the world "out there," although they still have no access to it. A 1999 Amnesty International report, which found honour killings to be rare in Pakistan, partly attributes the increase to that psychological factor: women's awareness is increasing, even in the system itself rigidly in place. More women are now able to dream of escape, and more are trying. Sadly, it was often when they discover there is no way out.



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# THE NEW-CANADIAN ESTABLISHMENT

BY PETER C. NEWMAN

FIRST IN A SERIES



Alexander  
Skarsgård

# THIRD WAVE REVOLUTION

The new-Canadian establishment comes from varied and distant lands

**THE ORIGINAL CANADIAN** establishment dates back to the Family Compact of the first-born pseudo-aristocrats who ruled Upper Canada in the early 19th century. The actions of that first élite that eventually spread across the country were founded with careful diggings in ledger books. Closely with fingerless gloves recorded the acreage of fallen timber, the depth of marshy drifts, the spread of harvested grain. They measured human assets and even in terms of incalculable profit drilled into the pockets of Donald Smith, George Stephen and other sunned inhabitants of Montreal's Golden Square Mile, who built the railways, Winnipeg's Richardson family, who sold the grain, Vancouver's H.R. MacMillan, who chopped down the Pacific forests, as well as Harry Oakes and others, who relished the Canadian Shield of mineral riches.

They were a paternal lot. Together they controlled most of the young nation's profitable enterprises. They were family independents, but operated as a club by sharing markets, knowledge and keeping wary outsiders. They associated under trading, lentened each other loans with Epstein-like grace, maintained their workers in patrician serenity and, with the intuitions of an unregulated oligarchy, gleefully forced competition out of their industry. They thought themselves valuable and loved; in fact, they were necessary and tolerated. They were sustained by government subsidies, traded their political allegiance for handouts while Ottawa turned a blind eye to their excesses. The rich and powerful kept out of sight and sound, lived in mansions at the far end of curving driveways and perfected a self-effacing, innocent air that kept the parvenues at bay.

Most of this early establishment decisions evolved from the style in which they allowed things to happen. Pleasure and ensure games were made to serve élites rather than planned, planned and orchestrated through raised eyebrows and closed doors. They took everything for granted and communicated through raised eyebrows and closed doors. They treated servants as mobile furniture and dropped their winter coats without a backward glance, certain there would be someone there to catch them. Everybody was somebody's master, kindship regarded supreme.

The power of that original WASP establishment faded as it would need to be exclusively its own. Second and third generations diluted their proprietorships, as they came under the control of surrogate managers, distant cousins or spoiled first sons. They forgot the rule of any such inheritance: the power must be harvested as carefully as it is sowed. Then they forgot the second rule: any élite that fails to renew itself is bound for extinction. The ultimate demise of that original power clique was a long time coming. It came with the recent fall from grace of Gordon and Sheila, who had been their last, unfeigned dand. His tortured journey into becoming a weapon of mass self-destruction sealed his fate as that role model.

The first serious disruption to the old élite's tranquil possession of power was the arrival, dating back to the 1940s, of a wave of European entrepreneurs who were fleeing Hitler and, later, the convulsions of post-war reconstruction. They came to Canada with a view of commerce that had less to do with tradition and everything to do with survival, using the same hard-edged skills that had allowed them to escape the continent's upheaval. These post-war immigrants included Peter Munk, who knew



nothing about record players, gold mining or real estate, but revolutionized all three industries; Frank Stronach, who made fortunes having his way with auto parts and shareholders, the Reichmann brothers, who built Canada's most impressive urban fortress of skyscrapers; Stephen Jarislowsky, who minted a fortune while acting as the conscience of the workplace, the Bentleys, Pramatto and the Koerner brothers, who found new ways of exploiting the forest and pioneered serious philanthropy in British Columbia; Peter Nyghel, who created his own brand of hedge fund capitalism; Guy Van Wickleengen, who helped modernize the financing of the oil patch; Tim and Sophie Holt, who sold shoes to the world from their Canadian base, and so many others, including Paul Desmarais, who was not a European, but did business in a cosmopolitan way that set new boundaries.

This group turned out to be Canada's first immigrants, having to break down the establishment's exaggerated anti-Semite and often just anti-foreign or anti-French barriers. They were the first of the Canadian élite to gain legitimacy without having to produce proof of having attended private schools, having the right parents,

marrying the right women or joining the acceptable clubs. But since they failed to establish strong second-generation inheritors to perpetuate their empire, they made room for today's Third Wave, now quickly moving in to assume the levers of command.

These new élites had more varied and diverse lands, representing non-Western culture and religion, stretching from agnostic Jews to Muslim Lebnonese, and Buddhist Eeon Chan, to Hindus and Sikhs from India. The most wild and daring entrepreneurs to fit these shores in more than half a century, they are as transverse. This Third Wave has unorthodox personal, family and fiscal roots. Their common language is money, many exotic words. But there is no private life. They retain their success equally by their own lines as how quickly they qualify as worthy Canadians. Or to be more precise, how quickly they gain recognition as members of the establishment, or, to be raw to the bone, be nominated for Order of Canada. Meanwhile, they are tapping astonishing new sources of energy and influence from their Canadian citizenship bank.



Black is the last of the original WASP establishment, which included Smith (left). Munk and Stronach helped break down the barriers.

They are well aware that international capitalism has no fixed address and have seized that into an opportunity by deciding to establish their empires in niches of the world. In the process, the Third Wave is moving to power and replacing the axis of power of Canada's Establishment. It's happening because the members of this post-modern élite realize that the most valuable commodity these days is information. And that can be gathered, stored and analyzed anywhere, showing up as data, through Internet, fibre-optic data chains and private satellite uplinks. But the question remains: why?

They are here because they have discovered an arm of human endeavour inquiry notwithstanding. They appreciate that this country is protected by an non-aggressive status among world players. Canada is a new and welcome invitation for them. This partly clarity rises when they travel with our dark blue passport and find themselves Canadian in some elite airport lounge, anxious to discuss nothing more vicious than the weather. Here, they can

exist in relative peace, build new fortunes and multiply earnings. At the same time, they have access to North American technology without the baggage of U.S. citizenship, which involves being burdened by ideological quibbles not of their making.

Being Canadian retains being naturally neutral, and they love it. Most of these newcomers have taken their adopted land to heart, are proud of being Canadian and contributing through political activism, the support of community projects and increasingly generous philanthropic donations. They are no emperors, fearing the sons of their descendants' cruel histories. They know that empires dissolve, cities crumble, industries wane, countries disappear. But they are also aware that establishments abide—not as they once were, as should have been. But in the best Darwinian tradition, they mutate to fit the times, renewing themselves like snakes, the old body as a new skin. The newcomers are beginning to form a new group within the establishment, testing boundaries. That's why this third establishment wave is

potentially so significant. The most prominent leaders will be featured in a series of profiles, the first of which appears in this issue. Having studied the various incarnations of the Canadian Establishment for the past three decades, I have learned what the admission rules are, and how they have changed to meet the times. I have also met and know members of this compelling new wave of newcomers, and my reaction to their elusive intentions is simple: we should be happy.

I only remind them they will succeed in their quest for pivotal influence in shaping Canada's future. They share the quality that Charles Darwin long ago isolated as the essential characteristic for survival of the species. The sulky Darwin defined the attribute of the super rare species as being the "most adaptive." No more apt description applies to the ambitions of, successive, members of the Third Wave. It is their remarkable ability to adapt to the new surroundings that will eventually underpin them with power and glory, Canadian style. They are about to start their engine.



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# THE RUSSIAN WARRIOR

Shnaider's Heinz mixture of enterprises now extends into 34 countries and employs more than 50,000 people

**WHEN I WALKED** into Alexander Shnaider's room in London's luxury Lansdowne hotel, adorned with Regency furniture and wall hangings, the stay was worth the major wad of money it's the kind of luxury horndy, located between Hyde Park and Buckingham Palace, where guests have personal 24/7 butlers trained to unpack their bags and coordinate their social itineraries.

My host was the perfect prototype of a Russian billecart, built like one of those massive pillars that support country churches, he smiled a lot and in the thick English spoke with the smooth purr of a Steve De Pal, occasionally lapsing into the patois of Volga business. Yet he seemed less than comfortable talking to a journalist, which he seldom does.

This definitely is a warrior. His perceptive eyes can kill. At 36, he is too young to have fought any wars, but he carries firepower in his brain and has an even manner in deepest

lived his ambitions. We are, after all, Bob Stoenje from Czechoslovakia and he from St. Petersburg, and both survive the day, the other day, the proudest of an arctic 40-foot Sea Tiger, with a crew of one nervous wife. Giving in, I know next nothing about him, since not much of his been written to explain how he arrived in Canada from far-off age 13 in 1982 with no prospects, yet earlier that year joined *Forbes* magazine's authoritative business list at number 488 (estimated wealth: US\$1.1 billion). The last known of Canada's 17 billionaires, he ranks behind processed food magnate Wallace McCain and just ahead of Stephen Jarislowsky, the mutual investment guru. He says revenues of his private trading company, Medallion Resource Holdings Ltd., which is registered in the Cayman Islands, the crown of Guyana, exceeded US\$4 billion last year. His Heinz mixture of enterprises now extends to 34 countries and employs more than 30,000. Yet he is just starting his run, and says he has many more ideas than time to pursue them. One aspect of his career plan is definite: no shareholders. Ever. "I want to concentrate on my business, not on pleasing shareholders," he told me.

He spent his youth helping his parents' North Toronto deli



caféeters, delivering newspapers and eventually graduating from York University with degrees in economics. In 1989, as the Soviet Union collapsed, he left to work in a steel trading house in Zurich, then set up his own shop in Belgium, but didn't make any real money until he moved to Ukraine, where, among other things, Shnaider would import US\$40 microphones and trade them for US\$120 units of hot-rolled steel. Then he sold the cents to Asian traders and eventually (with English partner Roland Shifrin, who has a doctorate in metallurgical engineering) managed to win control of Ukraine's fourth-largest steel mill.

Steel was not a trade whose details are suitable for family magazine, yet seven steel executives were assassinated in Ukraine during the 1990s. Shnaider kept out of trouble, mainly by keeping a low and living everybody's relatives. Now, he is one of Eastern Europe's biggest steel traders.

Recently, he has been acquiring companies in any field that serves him fancy, among them two hotels, a chain of bakeries and an shrine in Belgrade, a fleet of 18 merchant ships, an office building and a casino in the Arabi pedestrian mall in

downtown Moscow, the Red October steel mill in Volgograd and a fiber-optic plant in Montenegro. Then there was the power grid that lights up most of Armenia, which he bought for a song for \$34 million while on a brief visit in 2002, though he knew nothing about the business which was losing some \$64 million and carried \$40 million in debt. He almost acted a revolution when he cut off electricity to customers who refused to pay their bills. He has since turned the troublesome company around and is negotiating to sell it for about \$125 million.

The sources of financing include crude loans from Fonsa, Belgium's largest financial services firm, and a US\$300-million bond offering, underwritten by J.P. Morgan Chase and Deutsche Bank. His galloping expansion has never been based on strategic considerations that add up to a recognizable pattern. He listens to his gut. The courage of the early morning always wins out over more closely reasoned motivations.

He paused as the morning coffee grew cold between us all asked

how he could operate successfully in Russia, where President Vladimir Putin throws revolutionaries in jail. "I never talk to anyone about politics," he told me. "That's not my game."

After our conversation had gone on for two hours or so, I realized that nearly every question I asked had a dozen possible answers, only one of which was being offered. While he seemed very open, Shnaider had the self-contained manner of a confident tycoon. Most of the time they are injured to make a peak bonfire is it there, but I prefer the steady glow of *America's Story* like, the first woman to scale Mount Everest. "Because I'm here." That was exactly the feeling I had about Shnaider. That he does things because he finds himself somewhere with an hour to spare, as in: "Here I am in Armenia, why not grab the electricity system?" Or, "Here I am in Belgrade and can't get a decent sandwich, think I'll buy a couple of good restaurants." Or more likely, "I'm back in Toronto, and a tall doesn't have a five-star hotel. Let's build one!" Construction of that 70-story, 374-room hotel/condo Trump

International Hotel & Tower, located in the heart of Toronto's financial district, will be financed mainly by Shneider—although the development is named after Donald Trump, who holds some of the equity and will manage the project, presumably from his office. It will include 35 floors of super-luxury condominiums, with penthouse suites selling for up to \$15 million. They will feature floor-to-ceiling windows, grand staircases and Soho-style foyer. "People will find our architectural vision, combining beauty, opulence and splendour, extremely compelling," Shneider promises. This multi-million-dollar project could be his largest and riskiest deal; he claims the 30 per cent of the suites (worth \$90 million) have already been sold. Construction is due to start next year.

The next will be whether there are enough Toronto customers who can support his standards of luxury. As well as his yacht, Shneider owns a fleet of cars including a Bentley Arnage, listed at US\$240,000, a Mercedes-Benz SLR McLaren, the first series production carbon fibre car, a couple of sports BMWs, and a Mercedes-Benz AMG Gelandewagen, the German version of a Hummer. He also has his own BondiBistro Global Express, liver with his Russian wife,

in Macedonia, then didn't have the money to close the deal. He needed \$30 million by Monday, and it was Saturday when he called me. 'We did it, and I met him for first time when we handed him the money. At the end of it, we hadn't lost anything, but made a good friend.'

Like most entrepreneurs, Shneider is low-maintenance, and his favorite is \$60 million. That's the average television viewing audience for Formula One races, arguably the world's highest-profile sport. Shneider has been fascinated by the prospect of owning an F1 team for years, and earlier this year he purchased the Jordan team for \$60 million. He has hired former Russian president Boris Yeltsin's grandson (also-owned Boris) to be his marketing director for a typically daring project: holding a full-scale Formula One rally in Moscow next year. City Mayor Yuri Luzhkov is on side. "There are many talented aerodynamics designers in Russia who think outside the box, and we will use them to improve our team," he told me. The Jordan website will cost Shneider about \$12.2 million annually to maintain, but he sees the investment as an excellent branding opportunity, especially if he branches out into con-



Arriving in Canada from Israel at age 15, Shneider is the least known of Canada's 37 billionaires—but he is not beginning to run

shorts, and their three daughters in a North York mansion and a leather-ringed watch. When we met, he was wearing an Aderman Pique shirt retails for US\$13,500, one of his cheaper watches.

His work has to produce the creative tension which allows him to thrive. He seldom talks on less than two telephones simultaneously, while he also consults with a senior staff on the other side of his desk. Molland, his holding company, employs 200 managers, but less than 20 report directly to him.

Shneider's big problem is finding the time to edit herself over his empire. "Many of our management choices we make very rapidly," he admits. "The minute we start thinking too much about any business opportunity, we always find a reason not to go ahead. So we usually decide on the basis of our gut feelings and not what could happen in the worst possible scenario. I believe in quick decisions, and going with the few options we can envision everything. We've made major decisions without even meeting the people involved. In 1997, a man I had traded with but never met bought a suit and

sunscreen. Shneider will meet his car at Circuit Gilles Villeneuve in Montreal this summer.

The spiky named Danny O'Keefe, the former manager of basketball's Philadelphia 76ers, defined the sport this way: "Basketball game is 99 per cent mental." That's Shneider. He is part of the new breed, which is 90 per cent cerebral and 10 per cent bluster, that is taking over the Canadian Establishment. This new wave regards the world as its sandbox and lives as much for the game as for the press. It's a brave new tribe of free agents whose reputational powerbase is, at their deal, therefore they are. The colour of your skin no longer matters, and neither does your religion or where you come from. All that counts is what you know that your competitors don't, whose imagination and pocketbook you can rattle and tap. What network you can set up in the next 24 hours to convert a deal

The members of this new establishment are much more compelling than their predecessors. And Alexander Shneider will be one of its stars. ■

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# CANADA'S RISING SUN

MVP Steve Nash is determined to prove that his run-and-gun gang can win it all

**YOU NEED TO** understand the way of the point guard. This isn't just a position on a basketball team; this is a calling, a madman, a mazike of responsibility handed down like a sacred trust—Keeper of the Ball—holding only seven handshakes and seven outers. Point guards are noisy, unrefined, rowdy. They run solo by a defender and into the lane, attract bigger opponents and then slapping a fly pass to an open mate. They have the fundamental tools: the flair, and they have their hand on the throttle. Making up court or choking back the blow, their coaches' agents on the handshake. They make their bones by making their bones better.

So here was Steve Nash, consummate point guard, leading his Phoenix from into the second round of the NBA playoffs last week. He had just received the league's most valuable player trophy—something a kid from Victoria could scarcely dream of—and a scintillating ovation from the home crowd. On top of that, his squad was taking on the Dallas Mavericks, Nash's former team, and among the increased spectators was Mark Cuban, the illustrious Maverick owner who'd decided the Canadian wasn't worthy the one year, US\$45 million instead. Phoenix had dangled to lure him to the Valley of the Sun.

And how did Nash respond? By changing nothing. By having fun. There he was—31 years old, a mere 10 feet three-inching up the floor, bar flying his gait around-and-and barking亟亟, whirling, snapping, staring, dribbling between his legs and behind his back, making the simple passes and the three-pointers, content to let his younger, taller teammates lead the show. The splendid American finalization—a future MVE, surely-financed with 40 points. Nash collected a wagon-load of assists and another standing O when he retired to the bench, the Dallas contingent round, as laud as for night. He made it look so easy, you almost forget how hard he's come. Sure, basketball was overrun by Canadian jones Nash, but,



Driving by old pal Dirk Nowitzki of the Mavs, the man that let him get away to Phoenix.

as any moviegoer knows, it was perfected by straight-shooting American country boys (Monsters) and later by sky-silencing city kids (Step Brothers). Only California's Santa Clara University took a chance on the Canadian guy. But Nash survived there and succeeded to the NBA, from Phoenix to Dallas and then back to the desert, where he earned a 28-win season of big uninterested athletes.

**BASKETBALL'S** woes have mirrored **hockey's**, bogged down by a defence-first, no-fun style. Nash is having none of that.

into a cohesive team of readymade winners with a league-best 62 triumphs.

Think of him as Canada's in masters, or Canada at its best: swing, slinging, cutting, hard working, modest, tough and, by the way, supremely talented. (Heck, he's even against the big wigs, and not afraid to say so deep in the U.S. heartland.) And then there was his challenger for the MVE, one Shaquille O'Neal. Shaq is America's really big, muscle-entitled, unstoppable, ageless giant who, when you get him riled, remembers lesser men and sends off waves of thick red dust. The fact that Nash won, that David beat Goliath ("Nobody loves Goliath"), that has great hoops philosopher, Will Chamberlain, often complained, doesn't mean he's the fittest or strongest or highest flying or even the one you'd pick first if you were starting a team from scratch. But most valuable, for 2005? Shaq.

And now here's a reason to believe that a revolution can gang up: usually bring home a championship. Because even as the Suns racked up a league-leading average of 120 points per game, and blew by the Memphis Grizzlies in the first round of the playoffs, the wise old heads kept saying they'd waltz into the competition unaffected. This is where basketball's winter wonderland, with conventional wisdom dictating that a defense-first, no-fun, bumb-and-ground style is what captures the crown. Nash is having none of this. He says Phoenix plays the game the way it "was meant to be played." Nash, revving up the Sun's high-octane attack, a one-point guard determined to make a point. ■



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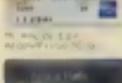
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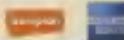


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*welcome back, road warrior*

Travel plans take flight for work and play

Whether you're a gotta-go-there business traveller or a footloose day-tripping vacationer, chances are you'll be packing your bags more often in 2005. Agree several industry forecasters

"So far this year we've seen about a 3 per cent to 4 per cent increase in business travel over last year," says Garry Stanley, director of business travel with American Express Canada. The figure is right on track with American forecast for the Canadian business travel industry, released last fall, which predicted both travel and overall travel costs for Canadian corporations would increase by about 3 per cent in 2005.

A survey of Canadians conducted earlier this year by the Hotel Association of Canada suggests a potential increase of as much as 17 per cent in accommodation stays in Canada for 2005. Along the same lines, the Canadian Travel Industry survey conducted by GTC, Public Affairs, found that nearly 60 per cent of Canadians said they will likely stay in a hotel, motel or inn in Canada that year, compared to about 50 per cent who did so in 2004.

When it comes to prices, it's still too early to tell what effect the Japa closure will have on the cost of air travel in Canada, says Stanley. But what has happened, she says, is an "explosion in Web fees," meaning that those discount fares you once could only find online are now in line with prices found through other channels. Most travel agencies "are seriously much more stable than in the past," she says of costs.

In recent years, hotels have had to hold the line on room rate increases. They are now assessing travellers' tendency to increase as demand creeps up. Overall, 76 per cent of leisure travellers and 54 per cent of business travellers will the Hotel Association, they wouldn't spend more than \$150 per night for accommodation, but when travelling on a corporate ticket twice as many business travellers as leisure travellers say they are willing to spend more than \$200 per night.

Therefore, as they try to keep occupancy rates high, hotels are looking for ways of attracting more guests, especially business travellers, as the travel industry picks up speed. Rather than trying to shake it out on price, says Stanley, "more and more hotels are doing things at the consumer level, such as including breakfast in the room price or giving free room upgrades."



*in the cards*

A rainbow of travel reward credit cards in every pocket.

Bank into my traveler's wallet, and you'll likely find a rainbow assortment of plastic. Visa and MasterCard alone have more than 30 million cards in circulation in Canada today, according to the Canadian Bankers Association and there are dozens of other branded and co-branded cards issued by smaller banks and associations.

Among the most popular are cards that let you earn travel perks while you spend: the airline mile earning card, the travel point card and the hybrid card, which combines the two and can be redeemed for a wide variety of travel and merchandise.

"Rewards points are really a new currency in Canada," says Trevor Van Nest, vice-president of customer relationship marketing for American Express. "There are basically tens of billions of points in circulation among our population of 30 million cardholders," he says.

In deciding which card to do your shopping with, Van Nest offers these tips:

- Change the email affiliated with your profiled website. Use the profiled website to achieve your email goals!

- Know the redemption levels and the **points** you need to spend to get them. Begin the number of points you need to earn the reward you want. Make sure your target is achievable within a reasonable length of time.
- Know your spending habits: treat the card that lets you accumulate points, a way that lets you control buying patterns.

Like many financial services companies, Amex has its own rewards program of card options, including three versions of its Acropel Plus card, two Air Miles-rewarding cards, several cards that put points towards Amex Membership Rewards, and even a card with a Help Review label.

At BBC Financial Group, seven different consumer credit cards can be used to earn points in the company's extensive BBC Rewards program, including the recently introduced BBC Make Your Mark that gets special rates at certain golf retailers and suppliers.

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*perk it up, baby*

Here's a round-up of current efforts and  
innovations that deliver good travel savings and  
value-addict benefits on the road.

### DOUBLE AND TRIPLE POINTS

Members of the RBC Rewards program can earn extra double or triple points when booking travel thanks to a new affiliation the bank has announced with Carlson Wagonlit Travel, one of Canada's largest travel agencies and RBC Rewards exclusive travel partners. Whenever you use your RBC Rewards Visa to book travel with CWT, you earn double RBC Rewards points for every dollar you spend (excluding tax). And you earn triple points when you book one of CWT's Vacations Club holidays, selecting from an exclusive selection of resorts, cruises and spas that include extra-value perks.

## INTERNATIONAL CLIM

The spring, Air Canada introduced a new Air Canada Club Class on select routes using Boeing 767 aircraft offering larger seats, 125 per cent Aeroplan Status miles and other features for international travel to Europe, South America and Asia. For a small premium, Club Class gives you the value of Hospitality Service lanes along with a larger carry-on limit (up to 50 lbs) and access and vice versa, if they are members of both programs. This means the RBC Rewards points can be used in top up on these Extra accounts for extra leg room or seats—just as you might need for a round trip. Or exchange your Extra Extra points for RBC Rewards points if you're being taxed for that specific situation. The conversion rate is 2,500 RBC Rewards points for 2,500 Extra points and vice versa. ■

## *pocket invaders*

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CHAPTER SUMMARY

VIDEO IN YOUR HAND

Sakata didn't model phone functions on existing phones. Instead, he focused on what he wanted the phone to do. "I wanted to be able to download and listen to music," he says. And he also considered what other phone functions were shared: play video and add text and email. So he came up with a hybrid video player that plays up to 10 minutes of movies, but also plays music and images in email and prints data like right into the palm of your hand. The phone sells for \$129.99 with a three-year service agreement from Rogers Wireless.

to the airline's Maple Leaf Lounge. It is available now in service from Toronto to Rome or Paris and from Vancouver to London or Oslo, with more routes to come.

**KIDS ON THE RAILS**  
You're thinking about family travel in Canada this summer? Via Rail has an offer for kids: kids travel for free. For each adult purchasing a ticket in economy class, parents receive a free ticket for a child 11 or under for the same trip. They may take our luggage. While kids under six can always ride free on Via by sitting on an adult's lap, this promotion frees up some legroom by letting them enjoy a seat in an extra car. The offer applies to journeys made between May 27 and Sept. 5, 2005.

## Events from 1980

As of May 1, RBC Rewards program members can exchange points for Extra Extra points, and vice versa, if they are members of both programs. This means that RBC Rewards points can be used to top up an Extra Extra account for fares like gas, movie or meal—all you might need for a road trip. Or exchange your Extra Extra points for RBC Rewards points if you've been using for data, special occasions. The conversion rate is 1,500 RBC Rewards points for 2,500 Extra Extra points and vice versa. ■



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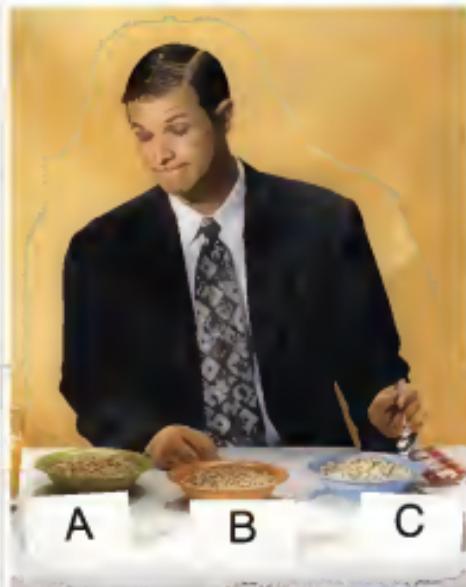
# IT'S MIND OVER MONEY

Does the use of brain scans take advertising too far? KATHERINE MACKLEM reports.

**PERHAPS AS YOU** are reading this, you are on a train, moving home at the end of the day. You aren't paying much attention to the landscape flying past the window or to other passengers travelling with you. Wherever you are, it's unlikely you're concerned with your shoes, or the belt around your waist, or the way your collar feels against the back of your neck. But now that your attention has been drawn to your clothes and your surroundings, and your awareness shifts, you realize you're not oblivious to those things. You've been aware of them all along. You just weren't thinking of them.

But other people are. In fact, some advertising executives are forging a new, controversial field of marketing research using brain scans. Called neuromarketing, it analyzes the impact on the brain of advertising and branding efforts. The research holds out the promise—indeed, to marketers, promise, potentially, to consumers—of providing just as efficient a commercial transaction, right from the get-go, as spending money using functional MRI scans, researchers are looking for the help of the advertising industry. What makes the brain's pleasure centers light up? How do you make those spans glow even more brightly? Where is that elusive buy button?

No surprise, the research also triggers fears of Big Brother-style manipulations of consumers. "It's early days for neuromarketing," says Karl Moore, a management professor at McGill University who is working with a British firm to bring neuromarketing research to Canada. "But it's beyond just a glimmer in someone's eye." The goal, Moore explains, is to discover what creates a positive emotional response and how to boost that feeling. "What we are trying to do," Moore says, "is understand what people's emotional visual responses are to marketing stimuli so we



can be more effective in things we design."

Neuromarketing got a kick-start with a human scan study of a blind Coke-Perrier taste test, published last year in the scientific journal *NeuroImage*. Braden Wilcock, the research center in the brains of participants, who were entirely blind about which pop they preferred. But when subjects were interested which soft drink they had been given, their brain-registered activity in a new region, and three

quarters of them said they preferred Coke. "This demonstrates in a fairly dramatic way that brand matters," Moore states.

Moore's partner in *Emotion in Context* is Carolyn Cobert, a founder and director of Oxford-based Neurospace Ltd., who recently conducted an experiment that tracked what the brain pays attention to while the mind is otherwise occupied. As their brains were scanned, subjects were shown hundreds of



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Marketing | >

logger. Later, selected images were inserted into a new series. Subjects were then asked to pick out from the second series the slides they had already seen. Based on the accuracy picked up by the brain scans, Calvert was able to predict which images subjects would remember, even among those who claimed they couldn't recall any images from these forgotten participants, extracted images from which ones they'd already seen, were able to select images that rate well above random chance, Calvert says. Without the subjects realizing it, their brains were storing and sifting—and retaining—information. “It appears that it lets you see what the brain is picking up without the person being aware of it and it's extremely informative,” Calvert says. “This would be very useful to produce which of many package designs or advertising boards people will recall.”

In another experiment, Calvert recorded brain activity in response to smell and colour. As the scent of strawberries was wafted under subjects' noses, Calvert rated the area of the brain that was active. Then, subjects smelled the strawberries, they were shown a screen infused with a strawberry smell and, lastly, behind the activity in the brain was modified dramatically. The next step was to replace the red colour with a blue one—“you probably wouldn't eat blue strawberries,” Calvert points out—and the brain activity dropped to a level even lower than when the smell was absent. “The total of your sense is greater than the sum of its parts,” Calvert concluded. “This is something the food industry is very interested in.”

P&G Media, which plans and buys advertising for clients, recently wrapped up research with Calvert's group that has far fewer media impact on the brain—and which are best at delivering what types of messages. Subjects were exposed to audio ads, a combination of audio and visual ads, and just visual ads as their brains were scanned. Out of its research, P&G has created a real star helping ad planners choose the most appropriate communication model.

While the company is holding its cards close to the chest, its research is proprietary—it says its clients take the research seriously. As a result of the scanning studies, one client, which P&G declined to name, has changed its advertising strategy. Because P&G found that radio/visual ads were, according to the brain scans, best at disrupting existing perceptions, the client, which



Neuromarketing got a boost after a research published the results of a blind soft drink test

wanted to change people's attitudes about its services, dropped it print ads and developed a campaign for TV. “It's certainly leading edge stuff,” says Fred Auckerman, a senior vice president working in P&G's Toronto office. “We used to joke in the business that it's not rocket science. Now, we say it's just brain surgery.”

This research is still too nascent to be a

**“IT'S leading edge stuff. We used to joke in this business that it's not rocket science. Now, we say it's just brain surgery.”**

threat yet, but frightening possibilities are easy to imagine. The ever-creeping Ralph Nader and his organization, Consumer Alert, see enormous, Orwellian issues with neuromarketing, which they could use as a way that would damage public health, if adopted by tobacco or junk-food vendors, or could contribute to nefarious propaganda exploited by extremists. In a letter to the chairman of the U.S. Senate commerce committee urging an investigation, Consumer Alert's executive director Gary Ruskin poses this question: “What would happen

on this country if corporate marketers could broadly peer inside our brains?” On the plus side, the group wants “Neuromarketing and marketing technologies not to heal, but to sell products.”

So far, neuromarketing is too elusive to be dangerous, says George Loewenstein, a professor at Carnegie Mellon University in Pittsburgh who studies the psychology of economics and law. Loewenstein, who also has been seen for his research, has studied how people make short- and long-term decisions about money. The limitations of the scanning technology mean the information generated is fuzzy, he says, and the scanning instruments itself restricts the sort of tasks subjects can do and the studies that can be run. Interpreting the results of scans in response to marketing efforts “is not that far removed from reading tea leaves,” Loewenstein says. “Both the manner paid for business and the manner of the people who do neuro-marketing,” he adds, “are being vastly exaggerated and overestimated by people who don't know the limitations of the technology.”

Still, neuromarketing is likely to work around. In a world that craves certainty, neuromarketing research holds the promise of ads grounded more in science than in art. New focus groups are used to vet concepts—and people are known to be in focus groups for fun, but subjects tend to say what they think group leaders want to hear, because people are naturally inclined to be agreeable. The brain scans, on the other hand, don't judge the truth (unless, of course, neuromarketing might measure advertising effects that their ad campaigns really do push the right buttons). “It costs to reach money to create communication products and services,” says Alan Middelton, a marketing professor at Toronto's York University and a former advertising executive. “The more you can manage your risk by having some sense of how a package will function is an opportunity to save a huge amount of money.” If it works, it'll make huge amounts of money, too. ■

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# POISED TO FLY FREE AGAIN

The loonie regains strength as global markets tire of Canadian politics

**APRIL CERTAINLY** was the cruelest month—for the loonie. After two years of gambling on the sunny side of the world's currency sector, our dollar sunk to the shady side, amid revelations of federally shady deals in Ottawa and Quebec. Its drop below US80 cents gave it the leading loser label among the world's major currencies for the month. Then came the longer-lasting bads of May.

The sliding loonie was big news for three reasons: one, it was the first time since 1996 that the dollar made major news, whether up or down, because of some Canadian news; secondly, it proved anew that the loonie is primarily a no-news-or-bad-news currency and

almost never a good news currency; thirdly, it showed that the Canadian dollar market has gained sufficient international respect that it would withstand the first adverse currency move since 1982 when Canada became the top dog among G7 currencies.

By way of background, in the decade before 2002, the loonie experienced a gradual drift from US86 cents to a record low of US62 cents, triggering the clearly Canadian kind of national self-doubt from economists, strategists and pundits. There is a word for this collective process of self-absorption and nihilism—thoughts arising when contemplating one's navel. Canadians were reminded, advised, during that period that the loonie's worstness came from the country's own problems.

Each new dollar drop prompted sober reflections about Canada's vulnerability as a small economy and small capital market, strongest to the world's biggest and most successful economy and capital market. Those who had predicted grim results from NAFTA now focused on the perils of economic and financial globalisation. They doctored near-zero commerce to the real story—that the U.S. dollar's value was soaring against almost all currencies.

The greatest currency nightmare came from the former Soviet Union. In less than a decade, from Communism's collapse in 1991 until 1999, the Russian ruble fell roughly 95 percent of its value. That results the horrendous fall in the Weimar Republic's currency in the 1920s and what horrors come from that collapse. (We should be glad Russians have the cutout Vladimir Putin.)

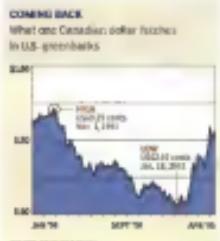
Meanwhile, with currencies across the

globe when they paraded out of the loonie when it was the mid-80s. Now that those wealths were transferred to pretenders and the loonie was recovering, they were seeking assurance that the Canadian dollar would hold its own and they would ultimately regain their wealth. They got no consolation from those conversations.)

The loonie's fall and its subsequent upward flight were simply the dip side to the American dollar's absurd overvaluation—the second bubble of the 1990s. As stock market investors, rather than technology stocks, it was increasingly issue valuations, the first bubble, currency traders bought the money issued by the nation with the image economy that would deliver prosperity forever. But once it became apparent that Nasdaq was distorted, the handwriting was on the wall for the American dollar. When it fell, the Canadian dollar joined the pound, euro, Swiss franc, South African rand, Australian dollar and other currencies in the rush to prosperity. These currencies fell together—and they recovered together.

The loonie is not a good-news currency since soaring fiscal and trade surpluses in the 1990s did almost nothing to stop its plunge. It is a no-news or bad-news currency because when there's no news out of Canada or America and Europe, the loonie moves in response to the greenback. If there's news from Canada sufficiently interesting to attract attention abroad, at least, by deflation, it's bad news. So Canada's rather modest appearance on major foreign media or macro news meant the loonie could be a longer run with the crowd, but would fall on its own.

That headlines were "Potential constitutional crisis," "Corruption that could end the PM," and "Newfoundries of Quebec separation" meant that Canadian-based foreign correspondents had a ready story that could get printed back home. But interest in Canada could not last long, so the loonie once again began falling, even though the political news was, if anything, going worse.



That global sarcasm with Canadian political news was also great news for Canadian stocks. The first week in May, when the dollar rallied above US80 cents, was immediately bullish week in New York, with the Standard & Poor's 500 Index up 1.25 percent. There was, however, nothing to hear about the performance of the leading Canadian stocks on Wall Street. Some examples: Cisco up 8.8 percent, Canadian Natural Resources up 10.1 percent, Canadian National Railway up 4.4 percent, EnCana up 8.2 percent and Inter up 4.8 percent.

Those who argue that a strong Canadian dollar is bad for Canadian stock prices include some of the experts who warned of disaster for Canadian financial markets when the loonie was falling. They have kept their perfect record of error intact. (And, surprisingly, have kept their Bay Street jobs.) It is certainly true that the dollar's rise from US62 cents to US80 cents has been bad news for the competitiveness of Canadian exporters of manufactured goods, such as auto parts. It has also been bad news for the profitability of many Canadian mining and oil companies, if not for their stock prices.

Why? Simply put, as Alberta oil and gas producer faces its runs in Canadian dollars, but the price it receives is set by the value of oil and gas in U.S. dollars.

Like commodities, stocks are mostly priced globally. International investors shy away from buying stocks denominated in weak currencies, even when the companies benefit from that weakness. That's why Canadian stocks underperformed U.S. stocks when the loonie fell, and have been outperforming since. Besides, some smart Canadian companies have hedged their exposure to the failing American dollar, so their profits dimmed as fast as commodity prices.

The recent recovery in the loonie and the stock market should reassure Canadians that a summer of discontent in the capital is unlikely to produce discontent in Canadian capital markets. The Liberals weren't so blameworthy when the dollar was down, they weren't the reason it rallied and their troubles won't influence pocketbooks other than their own in the hot months ahead.

Chicago-based Donald Cox is global portfolio strategist, BMO Financial Group. [cox@bmo.com](mailto:cox@bmo.com)



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**ALL TYLER BRADLEY WANTED** was to make ski and snowboard wax that was environmentally friendly. So, about four years ago, the 25-year-old entrepreneur started looking for alternatives to the perfluorooctane by-products many manufacturers use. Bradley, owner of a modest start-up called Inifinity Wax Works in New Westminster, B.C., carefully considered perfluorochemicals—man-made chains of carbon tightly bound to fluorine, a gaseous element that is highly reactive. Several PFCs on the market are virtually indestructible and underpin a multi-billion dollar industry of consumer products with

bankable brand names such as Teflon, Scotchgard, Stainmaster and Gore-Tex. So was it safe when use PFCs for their new wax? To Bradley, they seemed like a good idea at the time.

As he did his homework, though, Bradley was surrounded by the extent to which these chemicals pollute the air and water. Studies now show PFCs are one of the most

closeby by government regulators (While these consumer products do not contain PFOA, the chemical is released into the environment during the manufacturing process.) Animal studies have linked PFOA to cancers of the liver, testes and pancreas, as well as thyroid and reproductive problems. Research on humans has been much more limited and largely inconclusive

"because once it's out there, it's out there—you can't get rid of it."

In North America, PFOA comes mostly from DuPont-owned E.I. du Pont de Nemours and Co., better known as DuPont. It has the exclusive U.S. manufacturing rights for PFOA. But these chemicals have also become, in their own way, a peculiarity of Canada. Problem: The Arctic is the most contaminated place in the world that we've observed," says Scott Mabury, professor of environmental chemistry at the University of Toronto. What's more, he adds, "The vast majority of research has all been done at Canadian universities."

What this research, and that of others, is showing is that in addition to humans, PFOA

health issues in animal studies has been liver problems, which can lead to cancer. But he went on to note that the company's own studies of its employees failed to show any disruption of liver enzyme activity—a reliable sign of damage. "Certainly, if you're not seeing any health effects in workers who are at 100 to 3,000 higher exposure levels than the general population," says Richard, "then the levels in the general population would not pose a risk."

Environmentalists are not so easily convinced. They note that the DuPont studies also pointed to higher levels of leukemias and cholesterol, a precursor to heart disease, among its workers, but that these risks could not be directly linked to PFOA exposure. They

and paws are then passed to high temperature-processed the canning, and fast food chains. DuPont destroys the PFOA. The chemicals are also sprayed on glowworms, small appliances like earing woks, even stain rods.

The sister product fluoropolymers can be found in firefighting foams, paints and sealers, carpet and textile protectants, surgical garments and some glassware resistant food packaging. A new concern here, the Canadian research is finding, is that some of the volatile chemicals in the construction evaporate and migrate all over the world, then break down over time into PFOA or related compounds.

One of the strongest allegations against these chemicals comes from Greenpeace, a

survey of 500 consumers could be exposed to PFOA through common household products such as cosmetics and clothing. It is considered absorbent through the skin, through breathing, even orally. "The study left no doubt," says DuPont's Richard. "The use of these products would not result in any quantifiable level in your blood."

For that study, Mackay's asked DuPont Canada to confirm a few facts about the PFOA. For business days later, DuPont's public and government affairs manager Roger Goodman arrived at MacKay's office in Toronto with Jennifer Hooper, DuPont Canada's director of safety, health, environment and sustainability. With them were three executives who flew up from DuPont

# TEFLON TROUBLE

Are PFCs, the compounds associated with pans, computers and clothes, truly benign?

ubiquitous of man-made chemicals they are found on floor continents and residue in the blood of 90 per cent of North Americans, once absorbed, take 30 years to be excreted—assuming no further exposure.

Some scientists now say PFCs, once thought to be biologically inert, may contribute to serious health problems. Warning again, Bradley chose to name his new set of hydrocarbon vegetable glycerides—non-toxic, renewable, sustainable. "It's still a base-better idea," he says. "But the big thing is, it's better than that stuff that everyone else is making. I mean, it's around for the long run."

Several PFCs, including perfluorooctane acid or PFOA, a soap-like substance used to make such everyday items as Teflon cookware and the plastic insulation that covers computer wires, are now being looked at

to deal with the latest health concerns, however. Health Canada, Environment Canada, the European-based Organization for Economic Co-operation and Development, and the U.S. Environmental Protection Agency are all investigating PFOA, and some of its related compounds. In January, the EPA released a draft report on PFOA, saying there was "suggestive evidence of carcinogenicity, but not sufficient to support human carcinogenic potential." Critics seized the EPA of slipping from its own guidelines. "If you need to be proactive about any chemical, that is it," says Dorothy Knapp, senior scientist at the Washington-based Environmental Working Group, a consumer watchdog

group that in the last few years has been investigating PFOA in your frying pan. But applying the coating has released tons of that PFOA, and others, into the atmosphere over the past 30 years.

Interest in the manufacturing process kills the PFOA in your frying pan. But applying the coating has released tons of that PFOA, and others, into the atmosphere over the past 30 years.



also point out that DuPont recently settled a massive lawsuit with residents living near one of its facilities, precisely to deal with community concerns. The science, however, does get complicated.

Perfluoropolymers can be divided into two subgroups, the fluoropolymers and the fluorofluoropolymers. The fluoropolymers, which are shaped as powders, needle-like pellets, or mixed in water. These fluoropolymers are used to make releases, insulation cables, electrical wiring in buildings, fuel injection lines in cars, and specialized processing trays for the semiconductor industry, among other things.

DuPont points out that these consumer and industrial products do not contain PFOA. The pane-like fluoropolymers, for example, are sprayed on clothes to make non-stick "Teflon." But the Teflon pots

former DuPont employee, who then company describes as "disgraced." He has said PFOA can be absorbed from french fry boxes, microwave popcorn bags and hamburger wrappers caused to prevent grease stains from seeping through DuPont's trays over time. To help allay public concern, it commissioned an independent study that was published in *Environmental Science & Technology* in April. That study used a computer model to simulate "a wide

**PFCs** can be found in the blood of polar bears, Mediterranean dolphins and 90 per cent of humans in North America

Richard, Harry Bryson, director of technology at DuPont Chemical Solutions Enterprise, and George Sankar, director of technology at DuPont fluoroproducts. The three U.S. executives did most of the talking. The meeting lasted 36 hours.

They say PFCs are the stuff of our modern age. "These are truly essential materials for life as we know it today," was how Sankar put it. They talked about the importance of firefighting foams. "Nothing else works for them," said Bryson. They argued that PFOA in human blood had hovered at about five parts per billion over the past 20 years, even though the use of PFC-related products has grown exponentially over the same time. They also argued that the most studies that show health problems typically examine high doses of PFOA—in the range of 50 parts per million—which





**MOST LOVE TRIANGLES** in Hollywood confers to the cartoonish qualities of an *Archie* comic: sweet, bland Betty is always a little too naive to command a guy's undivided attention when Veronica, the sly, seductively brazen, is in the vicinity. Think Debbie Reynolds, Elizabeth Taylor and Eddie Fisher. Or Lauren Bacall, Angelina Jolie and Billy Bob Thornton. So when Brad Pitt and Jennifer Aniston announced their separation in January amid rumors of a Pitt-Jolie romance, the art of Mr. and Mrs. Jones, which opens on June 30, it presented to be a clear case of the *Archie* rules: Aniston is the perfect Betty, the siren who amirs human and other women's trust. Julie collects loves and was recently named the sexiest woman in the world—by Australia's magazine *EWIM*—totally Veronica. It all seems clear now but, initially at least, the media got the story wrong.

When we first learned of the Brad-Jen split, the problem wasn't Veronica, it was Betty, whose pretenses were completely screwed up. Brad wanted to have a family. Jennifer preferred to focus on her (good) career. "He was much more interested in having a child," an unnamed source (Brad's lawyer, perhaps?) told *People*. "I think it was Jennifer who broke a off." Pitt's bona fides as a dad-in-waiting had been well-established for, oh, a whole month. In Des Moines, he'd recently announced to Diane Sawyer, "God, I'm going to say it, kids, family... Yeah, I have got firmly on the road."

Even the tabloid rumblings about an affair with Julie were portrayed by the media as symptoms of her longing/longing clock. It wasn't that he wanted to have sex, per se

## COMIC BOOK KISSES

Jen's Betty lost out to Angelina's Veronica

Julie's main sinstroke, apparently, was that she was the mother of a child adopted from a Cambodian orphanage, a fact always invoked as though it were proof of alienation. Pitt reportedly boasted with the boy during filming, perhaps that was the family he'd had on his mind.

None of those Aniston look very good. It seemed worse, somehow, to be a woman who didn't want kids than a woman who foolishly married a married man—or a man who cheated on his wife. And Aniston did nothing to court public sympathy. When was the man, empty巢 of *Madame Tussaud* and other feminine accoutrements of a breakup? (When Pitt split with then-fiancée Jennifer Falwell, she took to appearing in public clutching *Winona Ryder's* arm, as if so wedlocked by her ex that she could no longer turn down the road unnamed.)

Given that Julie, a goodwill ambassador for the UN, was making speeches about the plights of refugees while Pitt, displaying herofic well-intended humanitariansim,

signed on to support a dizzying array of causes, Aniston's right-lipped companion and insistence on showing up for work seemed proof less of dignity than cold-blooded concern.

Then, in April, the shot seen round the world: Pitt and Julie allowed themselves to be "caught" by the paparazzi, building and costumes with her three-year-old on an African beach. The photos were, despite the rumored \$500,000 price, innocuous. The man didn't touch, much less look at each other. They only had eyes for the kid. And for the spot-clearing. Reinventing Ms. Julie as Mother of the Year was a bold stroke, to say the least. This is a woman who once explained a scar by saying, "You're young, you're dumb, you're in love, you have loves; that happens." And portraying Pitt as impaled by her child rather than her more obvious charms deflects any image-damaging concern that he is—how to phrase that?—a two-timing shit.

Julie's problem with the picketing: why was a child used as a prop to support the credibility of an adult relationship? In this case, the blame appears to be with Julie herself, judging from the latest *Entertainment*, in which she parades her son through a photo layout and provides a detailed inventory of her sex life—her preference for sleeping with every woman, her no strings tries with male lovers—that will likely result in a slew of canceled play dates. As Jennifer Aniston seems to know, not every woman is cut out to be a mother. That may be why this year's Betty prefers hard work—and why, instead of fighting for high road, she let Veronica have her. ■

*Okay, last night's "big date" in one word? Disaster.* Illustration by Mark Ulriksen



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## SURVIVING MY ISLAND BAPTISM

Some daredevil parishioners taught me how to pray like never before

I CLIMBED ABOARD the aging twin-prop plane like I do every second Monday morning, preparing to return to the parishes from a weekend on Trinity Island. The smaller of Quebec's Magdalens, Entry Island is the only one of my three parishes not accessible by road.

"Want to take a look at the seals before heading back, Reverend?" asked a fellow passenger, a local fisherman who also runs the little shop in the inn where the ferry doesn't operate. Aware that several of my parishioners were taking part in the hunt, I readily agreed. We

rumbled down the gravel strip and a minute later were 1,000 feet above the enclosed waters of the Gulf of St. Lawrence.

For about 15 minutes, there wasn't much to behold. Then we saw the seals—thousands of species of black on the pristine bluish white ice of the gulf. And down we dove to an altitude of little more than 50 feet. Nervous, I relaxed after we landed.

Then came the first bark.

With no warning, we banked hard—and I mean hard—as the right. I looked out one side of the plane and saw the water's surface vertical to the window, on the other side, nothing but sky. And then hard to the left. And again. And again, during those crazy close fly-bys of boats of fishermen we knew. You could see the whites of their eyes, and I'm sure they could see the look of terror in mine.

I fell and truly believed this was the end. "Stop!" I thought. "Four months into my first parish and I'm going to die in a plane crash." What I was saying aloud isn't appropriate for publication.

When the gag saying behind me—the one which suggested this death-defying dexterous—stern-looking uncontrollably, I knew everything was (probably) going to be okay, that they were probably just testing the mettle of the new minister. After we landed safely, one of the guys up front asked, "Were you praying back then, Padre?" I replied, "Like I've never prayed before." *Wise*!

Trinity Island is a fascinating place located some 250 km southeast of the Gaspe Peninsula, its seven square kilometers are home to about 123 souls a round. (The population goes up slightly in the summer, when some expatriate islanders return for the fishing season.) In addition to people/horses—which

is 500 people a day. That may not seem like much, but Entry Island's infrastructure was never designed to handle a daily quadrupling of its population.

The tourists are often dropped off at the wharf, left to their own devices for four or five hours until their boat returns to take them back. And so they wander around (grilled). They climb Big Hill (the highest point on the Magdalens), visit the church, stop in at the innkeeper, and sometimes grab a lobster roll at a little restaurant open just for the summer. However, some tourists also wander onto people's private property, stick their hands in residents' windows, talk to their bathers (or just relieve themselves outside) because the only public toilets are back in the wharf, and generally treat the place as some kind of big anthropological exhibit.

This, of course, creates a strain on the people who live here. Islanders, tour operators and some municipal representatives hold a meeting every so often to try to address some of the residents' concerns. The hope is that relatively simple improvements, such as clearly marked trails, good interpretive signage, a few picnic tables and some well-placed, well-maintained public toilets, could make life better for residents and tourists alike.

For the latest iteration that just opened, I blessed most everyone's boat. Tracing for that was not included in the curriculum of the Anglican seminary in Montreal from which I recently graduated, so I'm hoping the blessings took.

Some of my parishioners have invited me to go out fishing with them, an offer I plan to take up. It seems only fair that after sheltering them in recent years to "fish for people," their midlife minister should show them what it's like to actually fish for fish.

I'll soon find out if boat rides out here are an advancement as the place trips.

A former beatnick journalist, Bruce Myers is a newly ordained Anglican priest. He and his wife, Olivia, are serving in their first parish. To comment, [www.macleans.ca/ropespacial](http://www.macleans.ca/ropespacial)



they all hold themselves—there's an elementary school, a post office, a medical clinic, a convenience store and a small restaurant that's open only in the summer. And that's pretty much it, except for the "fisherman's cabin" and All Saints Memorial Church. Erected at the end of the Second World War, the church is dedicated to the disproportionately high number of the island's young men who died in Japanese prisoners of war in Hong Kong. This August, we hope to commemorate them on the 60th anniversary of VJ Day marking the Allies' victory over Japan.

With the heads of the seal hunt now receding into memory, it's on to the innkeeper, which brings challenges of its own. Tourists from such a relatively isolated settlement is both a blessing and a curse. In the summer, mainlanders come by the boatload and radio-loud. Sometimes as many

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## BACKTALK



## TV | If you're ever on the L.A. subway, look out for Kiefer

After 18 years in L.A., Sutherland is enjoying a TV hit and a new wife of transvestite

Keiley Sutherland has a secret love in Los Angeles: the subway system. "No one knows about it," says the former Torontonian. "After 16 years, I started thinking, 'I can't make this city my home.' But if you can't find something interesting in a city that houses 36 million people, you've got a problem." And the star of TV's 24 finds other public transit users refreshingly laid back. "I can parking car at a parking lot and have a nice time made everyone."

is next week) has been the most controversial yet. Depictions of torture in Muslim-American terrorist stories have prompted complaints. "The show is trying to invoke a response," says the actor. "That's a very healthy show." The 24 video game, due out this week, is likely to be just as provocative. Sutherland, 35, levels modeling for scars like going to a plastic surgeon or getting a tattoo, says he will say, "I'm not a 100% male," and add, "I'm 100% a woman."

He has a very strong idea of how things should run. He's intense and can be a bragg— but he's never enough for someone."

—Elisabeth Schubert, 34

## Books | Mark Twain of moms

The last thing a busy mom needs to have her eat ham by a week. But author **Patrice M. Pearson** has come up with a solution that leaves no room for error. "I brought the cut back from the butcher," says the 40-year-old **Montreal**, Que., resident. "The two years we ate spent six months living in the town of **Aspinwall** with her husband and two children, **Elara**, 3, and **Geoffrey**, 5. "I'd freeze it. You can't be

ever left, was also just published. "That whole idea of using slightly unfurnished, fairly generic looks, coming at topics sideways," he says. "It's about everything from her husband's phobia of mayonnaise to concluding a day of shooting to see if their dog will still like the kick." Heisterkamp found the middle-ground between rigid Hollywood and sharp satire. Though he's been in urban, Pearson's current living situation in the country outside Ottawa is changing his perspective. "Everything seems closer," he says. "The kids spend a lot more time just putting around." As Pearson says, "It's a reminder to us all."





## Sarah Vowell finishes John Intini's sentences

Talking with Sarah Vowell, it's easy to think you hear the presence of a cartoon character. In fact, it was her *It's Always Sunny in Philadelphia* voice that had lent her the speaking role of Violet Parr in *The Incredibles*. The New York City-based humorist recently released *Assassination Vacation*, a quirky book documenting her road trip to some key spots in the U.S. where political figures have been murdered. Vowell, 35, enlisted *Maclean's* Associate Editor John Intini's sentences.

die. But I got distracted, so I missed it. It's from *Kids in the Hall*.

**THE MOST IMPORTANT HISTORY LESSON** is that my Post-WWII problems are nothing. Getting delayed at airports is not the biggest omission ever undertaken by the human race.

I GET A BIT TEARY EYED watching movies on airplanes. There's something about the altitude, the lack of leg room and a dual romantic comedy that turns me into a crybaby.

WHY DIDN'T THEY DING ME? In *Kids in the Hall*, the Grimes' dad had been the voice of Abraham Lincoln. He was high-pitched and graying just like me.

FOR MORE "JOHN INTINI'S SENTENCES" VISIT [WWW.MACLEANS.CA/PEOPLES](http://WWW.MACLEANS.CA/PEOPLES)

## Books | Ishiguro's accidental sci-fi novel

Booker Prize-winning British author Kazuo Ishiguro is one of the most accomplished stylists and ethereal writers around—a man whose books cut and articulate by slow degrees. In his newest novel, *Never Let Me Go*, he follows a group of human clones whose brief lives are already wrapped up at birth. The interwoven, elegiac fictions offered here to their intact readership are the rest of us, and to the story's mysterious agent, that's the point. The book is set in the 1950s, so willing to colonize what's there, the literary novel is empty. A man left on Earth accidentally because the author wasn't really interested. That's closer to the mark.

It's really just an intriguing way for Ishiguro to codify his eternal themes: shaping memory into meaning, the parent-child relationship, and, above all, how we capture and then understand our past. The result is a beautifully written tale of love and loss, and an inadvertent science-fiction classic.

NEVER LET ME GO  
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## BestSellers

### Fiction

	LAST WEEK	THIS WEEK
1. SATURDAY (see Interview)	1	1
2. THREE AM MAILS (Joseph Finder)	3	2
3. THE 36-HOUR CURE (Special Illustrated Edition), Tom Clancy (ed.)	2	3
4. IN THIS COMPANY OF THIEVES, LARRY McMurtry (see Interview)	4	4
5. THE VERA CRANE (Louise Erdrich)	5	5
6. HAVING IT ALL (Barbara Walters)	6	6
7. FIVE FEET IN AN ELEPHANT (Elizabeth George)	7	7
8. THE MIRACULOUS GIRL (Kira Willey)	8	8
9. BLAZER'S JOURNEY (Peter Winkler)	9	9
10. HAVING IT ALL (Louise Erdrich)	10	10

### Non-fiction

	LAST WEEK	THIS WEEK
1. THE WORLD OF KURT VONNEGUT (John Lehman)	1	1
2. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE (Dale Carnegie)	2	2
3. THE AMERICAN LIFE (John Hersey)	3	3
4. A BLOOMING JOURNAL (John Hersey)	4	4
5. MYTHS TO LIVE BY (John Hersey)	5	5
6. A ACTIVE COACHES IN THIS WORLD (John Hersey)	6	6
7. MYTHS TO LIVE BY (John Hersey)	7	7
8. CHAUFFEUR (John Hersey)	8	8
9. WALKING (John Hersey)	9	9
10. LEAD, LEARN, LEARN (John Hersey)	10	10
11. HAVING IT ALL (Louise Erdrich)	11	11

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## CALLING RALPH GOODALE

If the Liberals lose, here's a leader who could make changes—and retire

**THIS CORNER HERETIC DECLAR***es* the Back Page a prediction-free zone until after the election, which will come in June. Unless it doesn't. It could come any time. Don't ask me! I'm not predicting!

Things will get worse for the Liberals, unless they get better or, alternatively, stay roughly the same. Too many Canadians fear Stephen Harper. He can't possibly get elected. Unless they get over it. They might. Or not. Don't task me!

Too many Con advoates are too smug at the Liberals to let Paul Martin keep his job.

Unless they get over it. Hard to tell, really. I'm not predicting.

Still, we can't seem to dredge up a bunch, which is as one might have if it goes west for the Liberals, it probably won't get half-wire. A swinging pendant rarely stops halway. Liberal MPs have spent much of their time lately staring at the Opposition benches with the evident distaste of a debutee whose dinner guest uses the wrong salad fork. But the Liberals may yet learn there is something they like even less than an opposition full of Conservatives. That's an opposition full of Liberals—and not very many of them either.

If the voters heed the Liberals that ticket to the wilderness, the party will be torpedoed by excesses of Pierre Trudeau. It should result, in favour of an altogether more sensible choice. Let me explain.

In 1978, Trudeau lost power to a minority Conservative government. If he had left politics, then he'd be remembered today as an unscrupulous who fumbled the country, got nowhere with the Constitution, and left Joe Clark to handle René Lévesque's 1980 referendum. But Trudeau held on long enough to win back the keys to 24 Sussex Drive. What followed were about the only three years of his career that most people remember: referendum, Constitution, Charter of Rights, National Energy Program.

Scalpeme... or may be soon, who knows? indulged their leader, Liberals would be making his never-ending state of denial their own. They would be portraying the many days of hell searching.

It would be so much better for Liberals to take defeat—if it comes, I’m not predicting—at a long-overdue time to review. The Liberals cruelly lousy young talent. They haven’t taken a comprehensive look at their values since the 1991 conference in Aylmer, Que. And they’re mighty low on leadership as well.

Paul Martin's surviving loyalists, all six of them, will fan out after an election loss to remind everyone of this tale. The message is clear: if you don't like the party, you're not welcome.

lasting at least a couple of years, from the indignities of power and the obsession over the leader's identity that consumed Liberals so completely after 2009 and for which they have paid so dearly. After a leader who was defined by his ambition, they need a leader without any, a leader who'll preside over cultural change and then move on.

Almost the only pleasure he had in the House of Commons last week came when the minister of finance stood to defend the Liberals' banished dignity against a noisy opposition. Goodale fought fit with anger, detail with detail, French with flag talk [nobody's prefer]. One minute he was shouting, the next recouping sweetly. He is almost the only Gray List who believes questions deserve an answer instead of a rattle of points—and who had the wit to come up with an answer when the *Times* was on

He can't become prime minister. He speaks essentially no French, has no charisma—although I'll always believe "charisma" is the worst possible criterion for choosing a leader, because it lasts for six weeks and then it's gone; you're stuck with Ken Campbell or Paul Martin. But is prime minister not the first thing a losing party needs? What it needs is competent administration while it decides what a prime minister is for.

In 1987, Ontario's provincial Conservatives got their teeth handed to them in a brutal election defeat after a near-economy in power. Broken and badly confused, they handed the leadership of their party to the MPP from Sudan, Andy Barrie, while they set about figuring out why *wasn't* Bradfield held the "interim" leadership for almost three years, until his party found Mike Harris and a road map back to relevance.

It takes rare grace to meet with humility to a humiliation. I'm not sure today's Liberals have it in them. We'll find out soon enough. Or not. I'm not predicting. ■

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